

Press Release

Axis Bank partners with Visa to launch industry first 'eKYC' facility

- *1st organization in India to introduce biometric based eKYC offering convenience, speed & ease to Aadhaar-registered individuals to open bank accounts*

Mumbai, October 24, 2013: Axis Bank, India's third largest private sector bank, today launched first of its kind "e-KYC" facility in 1000 branches across 400 centers.

Axis Bank plans to extend the eKYC facility to over 2000 branches across India by end of October 2013.

eKYC is a paperless, instantaneous and secure facility, which has been approved by Ministry of Finance, Government of India, that would enable Aadhaar registered individuals to walk up to a branch and open an account by merely providing his Unique Identification Number and scanning his fingerprints.

The eKYC facility was launched today by **Mr Nandan Nilekani, Chairman UIDAI** and **Ms. Shikha Sharma, MD & CEO, Axis Bank** at a ceremony held at **Axis House, Mumbai**.

Speaking on the occasion, **Ms. Shikha Sharma** said, "Axis Bank has always endeavored to provide innovative, tailor-made solutions, which improve customer experience. We expect that this eKYC facility will add to the overall service experience and also enhance business efficiency"

"A key challenge for the customers, while opening bank accounts is providing address proof, identity proof and physical copies of documents. eKYC simplifies the KYC process and provides a seamless customer experience to the Aadhaar registered individuals to open bank accounts" said **Ms. Sharma**.

Axis Bank has tied up with VISA to launch eKYC in its branches. Uttam Nayak, Group Country Manager, India and South Asia, said "With our history of deep involvement and understanding of the Indian market, Visa's technology will enable instant paperless account opening, saving time and costs to bring banking to the doorsteps of hundreds of millions of Indians with Aadhaar."

About Axis Bank

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses.

With its 2,225 domestic branches (including extension counters) and 11,796 ATMs across the country, as on 30th September 2013, the network of Axis Bank spreads across 1,502 cities and towns, enabling the



Bank to reach out to a large cross-section of customers with an array of products and services. The Bank also has overseas offices in UK, Singapore, Hong Kong, Shanghai, Colombo, Dubai and Abu Dhabi.

The Bank's website www.axisbank.com offers comprehensive details about its products and services.

For further information please contact:

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