

Live your success

Presenting the

PRIORITY Banking Program

Beyond just a banking upgrade,
it's a life upgrade

Banking excellence coupled with the finest life experiences



Unlock the best of Taj, SeleQtions and Vivanta Hotels with a complimentary Epicure Membership*

- 25% discount on Food and Beverage - Dine-in & Takeaway
- 20% discount on Spa Treatments - At Jiva Spas across participating hotels
- 20% discount vouchers on Stays**

*Qualification for Epicure Membership is based on achieving set milestones. For details, please visit axisbank.com/priority.

**On Best Available Rate via one time use vouchers; across hotels in India including Taj Palaces & Taj Safaris.

Enhance your investing experience with a complimentary **AXIS DIRECT** Demat & Trading Account

- Zero Account opening Fee and waiver of Depository Account Maintenance Charges for 1st year
- Up to 40% discount on brokerage for lifetime and free brokerage credit up to Rs. 10,000
- 50% Discount on SmartEdge subscription fee



Comprehensive Health Insurance from Aditya Birla Health Insurance Co. Limited

- Up to Rs. 1 Crore sum insured for you and your family at an attractive premium^
- No capping on room rent, ICU or specific diseases
- Stay active and earn HealthReturns™ of up to 30% of premium

^T&C Apply. Aditya Birla Group Activ Health Insurance is not a default product feature under Priority Program. The Customers may choose to enroll voluntarily into the Group plan taken by the Axis Bank as per their interest/ needs. The purchase made by bank's customer of any insurance products is not linked directly or indirectly to availment of any other facility from the bank. The enrolment into the plan and the Benefits offers are as per the terms and conditions of the Policy issued by ABHIC. Premium is to be borne by the customer and coverage of the plan is available only within India (including for NRIs). This group policy has been issued by Aditya Birla Health Insurance Co. Limited for benefit of the customers of AXIS Bank Ltd. For more information, please contact nearest branch or visit Axis Bank Website.

For more details on risk factors, terms and conditions please read terms and conditions carefully before seeking enrolment into the Group Policy. For more details on terms and conditions on policy features and benefits available, kindly visit the Axis Bank Website at axisbank.com/abhi. Aditya Birla Health Insurance Co. Limited. IRDAI Reg.153. CIN No. U66000MH2015PLC263677. Product Name: Group Activ Health, Product UIN - ADIHLGP21134V022021, Advertisement UIN - ABHI/LF/21-22/4007. Address: 9th Floor, Tower 1, One World Centre, Jupiter Mills Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai 400013. Email: HYPERLINK mailto:care.healthinsurance@adityabirlacapital.com care.healthinsurance@adityabirlacapital.com, Website: adityabirlahealthinsurance.com, Telephone: 1800 270 7000. Trademark/Logo Aditya Birla Capital is owned by Aditya Birla Management Corporation Private Limited and Trademark/Logo HealthReturns, Healthy Heart Score and Active Dayz are owned by Momentum Metropolitan Life Limited (Formerly known as MMI Group Limited). These trademarks/Logos are being used by Aditya Birla Health Insurance Co. Limited under licensed user agreement(s). AXIS Bank (IRDAI Reg. No: CA0069) is a Corporate Agent of Aditya Birla Health Insurance Co. Limited.

Best of banking services and solutions

Enjoy benefits up to Rs. 2,000 per quarter via **EDGE REWARD** Points

Redeem them against our range of premium brands like Uber, Van Heusen, Puma & many more

Exciting Cashback offers with **GRAB DEALS**⁴

Get up to 20% Cashback or 40X Reward points via **GRAB DEALS** on 50+ top brands such as Flipkart, Amazon, Samsung, Croma & more



Extend **PRIORITY** Account benefits with up to 6 family members while collectively maintaining the program eligibility



Dedicated Relationship Manager
Also contactable via the Mobile Banking App, **open**



Up to 50% discount on locker rent annually
Discount on locker rent is basis locker size

Feature-rich **PRIVILEGE** Credit Card:

- Get Zero joining fees with **PRIORITY** Banking Program
- 8 Complimentary access to select lounges at domestic airports in a year*
- Spend Rs.2.5 lakhs and above annually and get 10,000 **EDGE REWARD** Points worth Rs. 2,000
- Get Annual fee waiver on spending 5 lakhs in a card anniversary year

Complimentary **PRIORITY** Debit Card:

- 8 Complimentary access to select lounges at domestic airports in a year**
- 25% Discount on movies on BookMyShow (Max Rs. 350/month)

Value added Solutions

- **Business Solutions**
 - Choose from a range of Current Account variants and enjoy flexibility of balance maintenance across program eligibility criteria
 - User friendly Digital Banking options and a host of allied products like Swipe machine, Cash Management Solutions & more
- **Solutions for Senior Citizens**²
 - Higher Fixed Deposit rates, up to 20% off at select diagnostic centres across India and up to 20% off across 4000+ Apollo pharmacies
 - Complimentary membership to the **SILVER LININGS** Program providing healthcare services, travel & entertainment benefits and much more

Explore a wide range of beauty products on Tira

- Enjoy up to Rs.1000*** instant discount on beauty products with your **PRIORITY** Debit card

*Subject to minimum spends of Rs.50,000 in the previous 3 calendar months on your **PRIVILEGE** Credit Card.

Subject to minimum spends of Rs. 5,000 in the previous 3 calendar months on your **PRIORITY Debit Card.

***Minimum order value of Rs.1999. Use promo code mentioned on the Priority Banking Program Website. Offer is valid once per quarter.

Open a **PRIORITY Account digitally in 4 simple steps with video KYC⁴**
To open an account online visit axisbank.com/priority

Flexible program eligibility criteria to suit your requirements

PRIORITY Salary Account customers should maintain an Average Monthly Balance (AMB)/Total Relationship Value (TRV) from the below options:

Maintain an Average Monthly Balance (AMB) of Rs. 2 lakhs in your Priority Savings Account	OR	Maintain an Average Monthly Balance (AMB) of Rs. 4 lakhs across your linked Priority Savings Account & Priority Current Accounts	OR	Maintain a Total Relationship Value (TRV) of Rs. 15 lakhs across Priority Savings (AMB), Current Accounts (AMB), Fixed Deposits (Month end balance) & Mutual Fund Investments (Month end balance)	OR	Maintain a Total Relationship Value (TRV) of Rs. 50 lakhs across Priority Savings (AMB), Current Accounts (AMB), Fixed Deposits (Month end balance), Mutual Fund Investments (Month end balance) & Demat account holding value (Month end balance)
---	----	--	----	---	----	--

PRIORITY Salary Account customers should be receiving a net salary credit of Rs. 1 lakh or more every month

NRI Account Customers can also receive Foreign Inward Remittance of at least Rs.20 lakhs in Axis NRI Savings account through Wire transfer or Remit Money in last 12 months

Connect with our support team directly for your banking requirements via Phone Banking: **18604195555 / 18605005555**

For details please visit @ axisbank.com/priority

NRI customers can open their account @ axisbank.com/NRIOnlineApplication

NRI customers can access 24x7 International toll-free numbers @ axisbank.com/NRIPhoneBanking

Please visit <https://www.axisbank.com/disclaimer> for All Axis Bank related disclaimers. All benefits and offers mentioned in the document are subject to terms & conditions and are also subject to change. For details, please check benefits and T&Cs at axisbank.com/priority. T&C Apply. Select benefits are applicable on maintaining program eligibility criteria.

¹Offers applicable only on Axis Bank Cards, please visit [grabdeals.axisbank.com](https://axisbank.com/grabdeals). In case of NRI customers, **GRAB DEALS** offers are applicable only for NRO accounts.

²Not applicable to NRI customers. Qualification for Sony Liv membership is based on achieving set milestones. For details, visit axisbank.com/silver-linings-program.

³Axis Direct is brand of Axis Securities Limited, a subsidiary of Axis Bank. Images are for representational purposes only. Eligibility Criteria is subject to change at Bank's discretion.

⁴Not applicable to NRI customers.