

# 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 Stay\*\*

\*Qualification for Epicure Membership is based on achieving set milestones. For details, please visit [axisbank.com/priority](http://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 1<sup>st</sup> year
- Up to 40% discount<sup>2</sup> on brokerage for lifetime and free brokerage credit up to Rs. 10,000
- 50% discount<sup>2</sup> 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<sup>^</sup>
- No capping on room rent, ICU or specific diseases
- Stay active and earn HealthReturns™ of up to 30% of premium

<sup>^</sup>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.

## 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**<sup>4</sup>

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 5 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:

- Higher free transaction limits at any bank's ATM
- 8 complimentary access\*\* to select lounges at domestic airports & 2 complimentary access to lounges at International airports in a year
- 25% discount on movies on BookMyShow (Up to Rs.350 monthly)
- Best of dining experiences with Rs. 500 off & more via Axis Bank Dining Delights Program with **EazyDiner**

#### 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**<sup>2</sup>
  - 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 travel and entertainment benefits such as complimentary Zee5 membership and Healthcare services

<sup>\*</sup>Subject to minimum spends of Rs.50,000 in the Previous 3 calendar months on your **PRIVILEGE** Credit Card.

<sup>\*\*</sup>Subject to minimum spends of Rs. 5,000 in the Previous 3 calendar months on your **PRIORITY** Debit Card.

<sup>\*\*\*</sup>Minimum order value of Rs.1999. Use Promo code mentioned on the Priority Banking program Website. Offer is valid once per quarter. Not applicable for NRI customers.

**Open a PRIORITY Account digitally in 4 simple steps with video KYC<sup>2</sup>**  
To open an account online visit [axis.bank.in/priority](https://axis.bank.in/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)
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**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 @ [axis.bank.in/priority](https://axis.bank.in/priority)

**NRI customers can open their account @ [axis.bank.in/NRIOnlineApplication](https://axis.bank.in/NRIOnlineApplication)**

**NRI customers can access 24x7 International toll-free numbers @ [axis.bank.in/bank-smart/phone-banking](https://axis.bank.in/bank-smart/phone-banking)**

Please visit <https://www.axis.bank.in/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 [axis.bank.in/priority](https://axis.bank.in/priority). T&C Apply. Select benefits are applicable on maintaining program eligibility criteria.

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

<sup>2</sup>Not applicable to NRI customers. <sup>3</sup>Axis 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.