

UP's Chief Minister, Shri Yogi Adityanath unveils Axis Bank's initiative for devotees visiting Kashi Vishwanath Temple

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Axis Bank, one of the leading private sector banks in India, launched 11 LED screens across 10 prominent locations at the iconic Kashi Vishwanath Temple in Varanasi, as part of its continued focus on enhancing the entire spiritual experience for the devotees. These screens will continuously display essential information and improve convenience and accessibility for them. Shri Yogi Adityanath, Chief Minister of Uttar Pradesh, unveiled the LED screens at Kashi Vishwanath Temple in the presence of Ms. Arnika Dixit, President & Head – Branch Banking Head, Axis Bank; Mr. Sreekesh P., Regional Branch Banking Head – North, Axis Bank; Shri Kaushal Raj Sharma, Divisional Commissioner, Varanasi; and officials from the Kashi Vishwanath Temple- Shri Vishva Bhushan Mishra, CEO; Shri Shambhu Sharan, SDM and Shri Nikhilesh Kumar Mishra, Deputy CEO.

These LED screens will assist devotees by displaying essential information such as location of locker room, prasad counters, helpline numbers, and directions of key spots in the temple premises. Additionally, it will also display live darshan from the temple, enhancing the overall experience for devotees.

Speaking at the event, **Ms. Arnika Dixit, President and Head – Branch Banking, Axis Bank** said, "It is an extremely proud moment for us at Axis Bank to have Shri Yogi Adityanathji encouraging us in our efforts to make the pilgrimage experience delightful and memorable for all devotees. We are thrilled to be part of this incredible journey and collaborate closely with the UP government and Varanasi Nagar Nigam, in providing a seamless and hassle-free experience to all devotees in their spiritual journey. We, at Axis Bank stand committed towards providing our customers with exceptional services that goes beyond financial solutions."

This year, Axis Bank had also installed Kiosk to enable devotees to choose time slots for visiting the temple and select other available services such as Sugam Darshan, Special Pooja, Rudrabhishek etc. Moreover, this initiative will help the temple authorities in planning seamless operations and queue management. To make the donation process convenient for both the devotees as well as the Kashi Vishwanath Temple authority, Axis Bank has already taken a significant step in enabling donations via the Bharat Bill Payment System (BBPS) to reduce cash management for the temple. The devotees can conveniently make online donations via BBPS/Bhim/Setu App from any location in the

country, under the 80C and non-80C donations section, and collect their Income Tax Benefit certificates digitally.