

Axis Bank's ASLI KYC Campaign Reimagines Customer Connect with Five Story-Led Films

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Axis Bank, one of the largest private sector banks in India, is setting a new benchmark in brand storytelling with its latest campaign, '**Dil Se Open - ASLI KYC**'. More than a brand initiative, this campaign signals a cultural shift within the Bank, empowering employees to move from reactive service to proactive engagement, and championing consistent excellence and value creation through deeper relationships. This transformation is brought to life through five evocative films, each illustrating how deep customer insights and proactive action can redefine what it means to truly know your customer.

This campaign builds on the Dil Se Open journey, a brand philosophy rooted in warmth, empathy, kindness, positivity, and openness. Since 2018, Axis Bank has identified these qualities as its core strengths, values that empower employees to consistently go beyond the call of duty and forge deep-rooted relationships with customers. From offering a seat to every visitor, to guards welcoming customers with a smile, to bankers listening with genuine attention, Dil Se Open has always been about human values shaping the banking experience.

While 'Dil Se Open' has served Axis Bank well in carving out a distinctive identity in a cluttered BFSI landscape, the next chapter calls for a shift, infusing customer centricity with greater proactiveness. As the Bank looks ahead to its future goals, there's a clear need to pair its established approach with sharper action. 'Dil Se Open - ASLI KYC' brings this creative transition to life, reflecting Axis Bank's readiness for tomorrow and setting the stage for the brand's evolving philosophy.

KYC has long been the cornerstone of responsible banking, ensuring trust and security for millions of customers. With the ASLI KYC campaign, the co- created by Axis Bank and its creative agency, Lowe Lintas, this essential process is elevated into a storytelling platform that reveals the human side of banking.

In these five films, KYC becomes more than a checklist; it's a catalyst for meaningful connection. The narratives focus on bankers proactively seeking insights to gauge and discover the unspoken dreams and aspirations of consumers, and matching them with suitable solutions.

By blending compliance with creativity, Axis Bank's ASLI KYC campaign demonstrates how even routine interactions can spark memorable stories where empathy, insight, and authenticity drive both business and brand impact.

Amitabh Chaudhry, MD & CEO, Axis Bank, said, "ASLI KYC is a reflection of Axis Bank's unwavering commitment to customer centricity and our vision for the future of banking. By empowering our teams to proactively understand and anticipate customer needs, we are moving

beyond transactions to create lasting value and meaningful progress. This campaign is about building trust, fostering inclusion, and setting new benchmarks for excellence as we help shape India's evolving financial landscape.”

Commenting on the campaign, **Anoop Manohar, Chief Marketing Officer, Axis Bank**, said: “At Axis Bank, ASLI KYC reflects our belief that real customer understanding is built through observation, empathy and intent, not just information. Each film brings alive a simple truth - when bankers proactively take the effort to truly know their customers, the solutions naturally become more relevant and impactful. This campaign continues our Dil Se Open journey by showing how insight-driven relationships can create lasting value for both customers and the Bank.”

Five Films, Five Unique Narratives

The ASLI KYC campaign comes alive through five distinct stories, each illustrating a unique dimension of what it means to truly know your customer:

- **Risk & Reward:** One film follows a banker who steps into the world of a wildlife photographer, understanding the risks that come with the profession, to recommend a solution aligned with the photographer crew's adventurous lifestyle. The film features Axis Bank's **Salary Savings Account**, offering ₹30 lakh health cover and ₹15 lakh accident insurance.
Link: https://youtu.be/No_zvdwj-kc?si=ux5qzaalFhioR3Pd
- **Language of Empathy:** Another story showcases a banker who learns Sanskrit to communicate meaningfully with an elderly customer, underscoring how trust deepens when bankers connect on the customer's terms. The film highlights Axis Bank's **Silver Linings Programme**, which offers higher interest on fixed deposits and discounts on healthcare services at Apollo Pharmacy.
Link: <https://youtu.be/Vsf2Fxs3AOo?si=a7PWTP6rm4iSyy36>
- **Research-Driven Expansion:** One narrative centres on a banker who studies the surroundings of a popular restaurant and recognises that potential demand is being lost due to space constraints. By understanding customer flow and business potential, the banker recommends tailored Axis Bank solutions to enable expansion. The film features a **collateral-free loan under the Merchant Cash Advance category**.
Link: <https://youtu.be/ewDV6LPJl3Y?si=z7Rd3iE5RHYSZYF>
- **Gen Z Insights:** Another film follows a banker who researches Gen Z preferences and aspirations online, gaining insights into their global outlook and entrepreneurial ambitions. Using this understanding, the banker recommends Axis Bank's **Trade & Forex Services** to support a Gen Z fashion designer's international expansion plan.
Link: <https://youtu.be/Oq69NHazGrs?si=fHNihOWI6tbQdlGj>

- **Strategic Support:** In a different story, a banker conducts in-depth research into a dentist's professional requirements, enabling the acquisition of a new practice space through Axis Bank's tailored offerings. The film features a **Medical Equipment Loan**.

Link: https://youtu.be/JKl_zk6YQyU?si=Dm2l-oGBFeOYwphK

Kapil Batra - President, Creative, TBWA\Lintas, said, "Asli KYC is about moving from knowing customers on paper to truly understanding them, their lives, their needs and their intent.

Because when a bank genuinely knows its customer, it doesn't wait to be asked, it anticipates needs and acts on them. That's the shift this campaign brings to life, taking the philosophy of "Dil Se Open" forward."