‘Far Away But Never Apart’: Axis Bank’s new integrated campaign reflects the emotional bonds that connect NRIs to home

Axis Bank and TBWA\Lintas bring to life heartwarming stories of care, responsibility and belonging through their latest NRI Banking Services campaign

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Axis Bank, one of the largest private sector banks in India, has launched a new integrated campaign for its NRI Banking Services, showcasing a reality experienced by millions of Non-Resident Indians — living their lives across two deeply connected worlds. While one world is shaped by careers, families, ambitions and milestones abroad, the other remains rooted in relationships and cherished connections back home in India.

Built around the thought **‘Far Away But Never Apart’,** the campaign reinforces Axis Bank's role as a trusted partner for our NRI community. Moving beyond the conventional narrative of transactions and remittances, it tells warm, relatable stories of care, responsibility and belonging, celebrating the many ways NRIs continue to support, protect and stay connected with their loved ones back home despite the distance.

Two Films, Two Stories of Care Across Borders:

Conceptualised by TBWA\Lintas, part of Omnicom Advertising India, the campaign comes alive through two distinct stories that capture the emotional realities of NRI life and the pivotal role played by Axis Bank Relationship Managers in helping customers navigate important life moments from afar. One narrative follows the story of a son, who with the support of his Relationship Manager leverages Axis Bank's home financing solutions to help his father rediscover companionship and a sense of belonging. The other narrates the story of a daughter, who arranges timely medical care for her mother in India with guidance from her Relationship Manager to get quick digital access to funds from overseas. Through both the stories, the campaign highlights how personalised support, trusted relationships and relevant banking solutions enable NRIs to care for their loved ones, and remain connected to what matters most, wherever they may be.

Speaking on the campaign, **Anoop Manohar, Chief Marketing Officer, Axis Bank**, said, *"For NRIs, their careers and aspirations may change where they live, but it rarely changes where their heart is. The relationships and responsibilities that matter most often remain deeply rooted in India, creating a constant desire to be present for loved ones despite the miles between them. This enduring human insight forms the foundation of 'Far Away But Never Apart'. Through this campaign, we wanted to move beyond product conversations and tell authentic stories that reflect the emotional realities of NRI life. Through the pivotal role of our Relationship Managers, we showcase how personalised support, trusted relationships and relevant banking solutions can help customers navigate life's important moments with confidence. Ultimately, the campaign reinforces Axis Bank's commitment to being a trusted partner that helps NRIs stay connected to what matters most, wherever they are in the world."*

Kapil Batra, President, Creative, TBWA\Lintas, said, "*For us, the starting point was a simple truth about NRIs. You may move away from home, but you never really move away from the people back home. There is always that sense of responsibility, and a desire to do your bit for the people who have done so much for you. The campaign comes from this thought and shows how Axis Bank NRI Services help you take care of things back home, even when you are miles away. Nitin Sawant and Aryan Tank from the creative team shaped this thought into compelling stories, which filmmaker Kamlesh Soni brought alive beautifully through nuanced direction, casting and performances. We hope the films strike a chord with our NRI audience.*"

The campaign targets NRIs across Axis Bank's key focus markets including the USA, Canada, UAE, Saudi Arabia, Qatar and Singapore, through a multi-platform, digital-first media approach spanning Meta, Display, YouTube, Connected TV (CTV), OTT and Spotify.

Watch the films here -

Overdraft Against Fixed Deposit*:*

https://youtu.be/v3jED20u-Is

Home Loan:

https://youtu.be/4PB9WfVdeeo