



Platinum Chip Card

The highest level of security

While the rest of India catches up with the new security levels, Axis Bank brings to you **India's first Platinum Chip Card** with the highest level of security and increased protection against counterfeit and skimming card fraud.

More than 262 million Visa EMV Chip Cards have been issued globally, reducing credit card fraud in over 92 countries where chip cards have been issued.*

Knowing your Chip Card:

A chip card is like a normal card with an embedded micro computer chip. This chip processes data securely, and stores confidential information, such as your account number, and is almost impossible to copy.

Your Chip Card continues to have a Magnetic Stripe along with the chip. The stripe allows customers to shop at merchants who do not yet have a chip reading terminal.

Chip functionalities:

- EMV (Europay, MasterCard, Visa) based Chip card for transaction authorization relies on Static Data Authentication (SDA)
- During transaction processing, SDA is performed by the terminal (at merchant outlet) using a digital signature scheme based on public key techniques to confirm the legitimacy of critical static chip card data. This detects unauthorised alteration of data after personalisation (ie. card issuance by Bank), hence chances of skimming of card is reduced

- EMV based chip card also ensures secure exchange of information between the Card and Bank's Authorization system (because of presence of cryptogram in the online requests/responses)
- Higher data storage enables card to perform multiple functions e.g. Efficient Rewards Management by offering chip based loyalty solutions, instant reward redemption, multiple programs on single card etc.



*Source: As of March, 2007. As reported by Visa customer financial institutions globally and therefore may be subject to change.



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How does it work:

- The merchant inserts the chip card into his EDC terminal in the chip reader slot.
- The purchase amount is entered in the terminal
- The Cardholder signs the receipt and removes his/her card from the terminal
- Once the purchase is approved a receipt will be printed
- Transaction processing does not require PIN entry by the Cardholder
- The card remains inserted in the terminal throughout the transaction

