







raah  
se  
open



### Sanskrit Password

On Independence Day, we launched #SanskritPassword



# Building the most loved brand

# Har raah dil se open



Agri Loans



Fixed Deposits



neo for Business





Axis Bank's commitment to being warm, open, positive, caring, and empathetic has become our key differentiator. Our campaign, '*Har raah dil se open*', celebrates over 100,000 dedicated employees who drive consumer satisfaction and delight. Through five compelling films, we showcased the unseen efforts of our employees in supporting the dreams and aspirations of diverse customer segments: salaried individuals, senior citizens, start-ups, corporates, HNIs, and customers from rural and semi-urban India. This campaign truly highlights the heart and soul of Axis Bank.



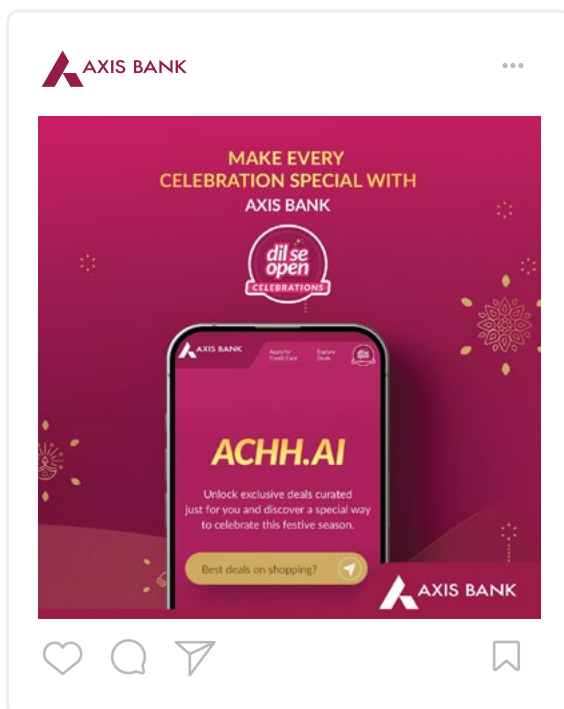
**Burgundy**



**Suvidha Salary A/C**

## Dil Se Open Celebrations

This year at Axis Bank, we celebrated the festive season across regions, embracing the unique traditions of Ganesh Utsav, Onam, Navratri, and Diwali. Building on the insight that festival-inspired goodness fades away once festivities end, we launched our campaign #AchhaiKabhiRukniNahiChahiye to encourage customers to carry this spirit into everyday life, positioning our credit card not just as a celebration tool but as an enabler of everyday goodness.



## Achh.ai

This festive season, we introduced ACHH.AI—a first-of-its-kind platform designed to make celebrations smarter, more rewarding, and truly meaningful. Harnessing the power of Generative AI, ACHH.AI brought consumers a curated selection of the best Axis Bank offers, revolutionising how they discover deals across shopping, travel, dining, and more. With a sleek, easy-to-use microsite, finding the perfect offer was just a click away. But ACHH.AI wasn't just about amazing deals — it also inspired thoughtful gifting and sustainable choices, reminding everyone that while celebrations may come and go, kindness and meaningful gestures leave a lasting impact.

## EXPERIENCES

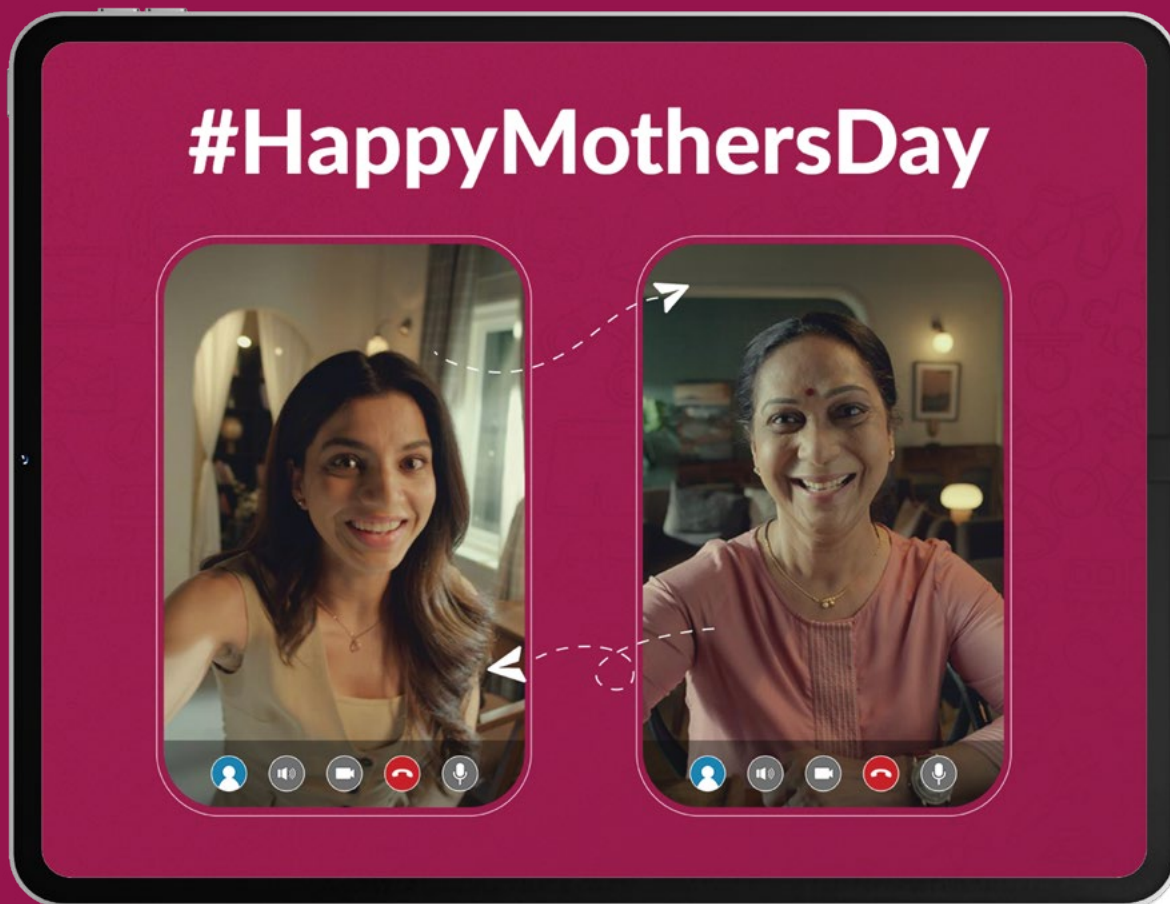
In fiscal 2025, we curated 18 events across 5+ cities, engaging over 1,200 clients. Aligned with the UHNI pillars of arts, culture, lifestyle, and insights, these experiences were created in collaboration with renowned partners such as BookMyShow, NMACC, MAP and ASIC, among others. These thoughtfully designed engagements have significantly deepened client relationships, further reinforcing Burgundy Private's standing as a leading name in the world of private banking.



# Splash

Axis Bank SPLASH, an annual art competition for kids to unleash their creativity and imagination, received an overwhelming response from customers. The campaign, guided by our *dil se open* philosophy, embraced the theme of 'Gratitude' this year, encouraging young minds to appreciate positive influences in their lives. The campaign achieved remarkable success with nearly 1 million registrations, engaging over 3,300 schools, 450 RWAs/Clubs, 500+ partner outlets and all our branches.





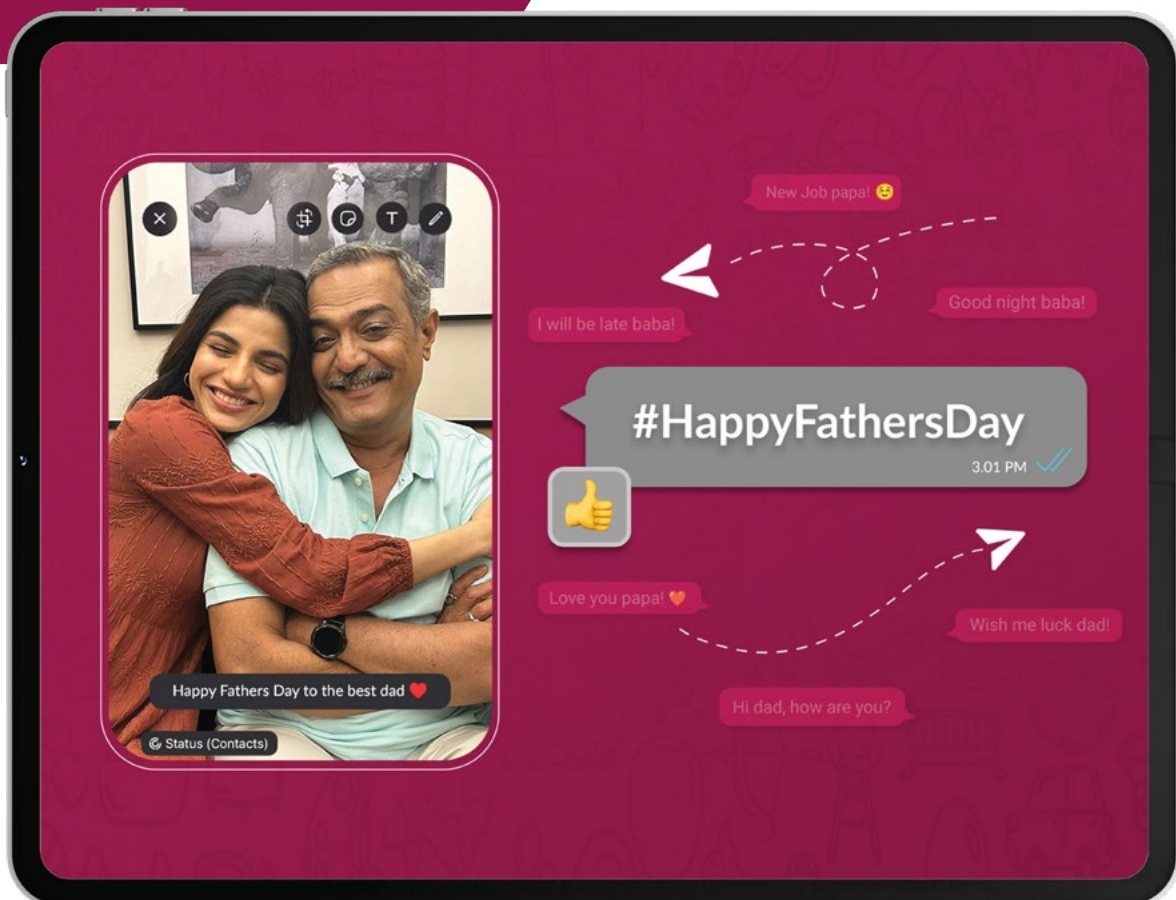
## Mother's Day

Our heartfelt campaign beautifully captured the tender emotion of a mother celebrating her daughter's new job. It revealed how, even in a moment of personal joy, a mother's thoughts instinctively turn to her child's future. Through this simple yet powerful moment, we highlighted how a mother's trust in Fixed Deposits is born from pure love and a deep desire to secure a safe and prosperous future for her child.



# Father's Day

We launched a heartwarming campaign that brought to life a familiar, endearing quirk of fathers—the ever-present “thumbs up” in chat conversations. The narrative captured an emotional moment when a daughter's decision to invest in Fixed Deposits earned her father's silent yet powerful approval, expressed through a burst of heart emojis. Through this simple and relatable story, we highlighted the deep sense of trust, pride, and security that Fixed Deposits represent for Indian families.







This  
R E P U B L I C D A Y

let's celebrate the power of  
Devanagari.

## Sanskrit Password



On Independence Day, we launched #SanskritPassword, a unique campaign that combined cyber security innovation with India's rich cultural legacy. Through [sanskritpassword.com](https://sanskritpassword.com), we introduced a smarter and stronger password system that leverages the complexity and uniqueness of Sanskrit – one of the world's oldest and least commonly used languages today. By tapping into Sanskrit's grammatical richness and unfamiliarity in the digital space, we offered users a highly secure alternative to conventional passwords, making it far more resistant to modern hacking tools. This initiative positioned Sanskrit not just as a cultural symbol but as a groundbreaking solution for next-generation cyber security.

# Devanagari PIN

We are constantly innovating to make banking safer and more personal for our customers. This Republic Day, we introduced #DevanagariPIN – a new way to create secure, personalised PINs by converting any word into a unique numeric code using the Devanagari script. Through a simple microsite, customers could enter any word and instantly generate a secure PIN. By moving away from predictable choices like birthdays, this initiative not only offered a smarter approach to digital security but also celebrated India's rich linguistic heritage.

## Personal Loan Fraud Awareness

During Fraud Awareness Week, we launched a campaign to raise awareness about a growing digital threat – Instant Personal Loan App Fraud. Our campaign highlighted how unverified loan apps lure users with promises of quick, easy loans, while secretly exploiting mobile permissions to access personal and confidential information.

By illustrating these hidden risks, we aimed to drive awareness about the importance of managing app permissions carefully and downloading only from verified sources – because ultimately #PermissionMatters.

