



Axis Bank and Mumbai Police launch new campaign #MuhPeTaala

Mumbai, November 20, 2017: During the International Fraud Awareness week, Axis Bank in association with Mumbai Police has launched its latest campaign **#MuhPeTaala** to promote safe banking. The aim of campaign is to raise awareness about how to keep oneself safe from falling prey to fraudulent calls asking information such as pin code, CVV, OTP etc. #MuhPeTaala is the mantra that needs to be followed to prevent cyber banking crimes.

The video features, Mumbai police officers explaining the important practice one must observe while online banking and if asked for personal banking details by strangers. It also informs that one must not disclose details such as OTP, CVV, passwords even if the caller claims to be a bank employee. It cautions the viewers that no bank will ever ask for any of these details.

Ms. Asha Kharga, Chief Marketing Officer, Axis bank said, "We are delighted to be associated with the Mumbai Police for this initiative on 'Safe Banking' and launch the #MuhPeTaala campaign during the International Fraud Awareness week. The insight behind the campaign was that we have a peculiar obsession with keeping things under lock and key. From the heavy locks on our doors to the keeping our luggage chained under train seats, we are very guarded about our possessions. However the irony is that we willingly divulge confidential information in a state of panic even to an unknown caller. Keeping oneself safe from financial frauds is simple, just remind yourself not to reveal any banking information to any. We hope our campaign will help in spreading this message amongst the consumers."

Akash Das, Executive Director - Lowe Lintas said, "The banking industry's efforts in educating customers about safe-banking and risk mitigation is worthy of appreciation. The brief before us was to further enhance customer awareness in partnership with Mumbai Police. The communication objective was to deepen public awareness by using key aspects related to personal banking – sharing details such as OTP, ATM PIN and CVV can expose customers to fraud and the endeavor was to educate them on it. To land our message emphatically, Joshua

Thomas and Prathamesh Gharat, came upon the creative idea of “Muh pe Taala”, that was designed to be an easy-to-remember-action when strangers ask for information that can put your finances at risk.”

Link to view the video: <https://youtu.be/V5NrDZlpbHI>

Team credits

Creative: Arun Iyer, Amar Singh, Akash Das, Joshua Thomas, Prathamesh Gharat, Tejas Dangre, Adelle Rodrigues

Account Management: Shantanu Sapre, Satish Ramanathan, Jay Ladhani, Neal Kurian

Planning: Saji Abraham, Abhishek Joshi, Abhijith Shetty

Client: Axis Bank

Client Team: Asha Kharga, Abraham Chacko, Aakanksha Yadav, Hardik Joshi, Sayan Halder, Pankhuri Chandra, Sandesh Damle

About Axis Bank:

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses.

With its 3,485 domestic branches (including extension counters) and 14,332 ATMs across the country as on 30th September 2017, the network of Axis Bank spreads across 2,033 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Bank also has nine overseas offices with branches at Singapore, Hong Kong, Dubai (at the DIFC), Shanghai and Colombo; representative offices at Dubai, Abu Dhabi and Dhaka and an overseas subsidiary at London, UK. The Bank's website www.axisbank.com offers comprehensive details about its products and services