

Axis Bank and Vistara join hands to introduce cobranded credit card

- Designed for domestic travelers, card offers a slew of benefit and privileges under Club Vistara program

India, November 24, 2015: Axis Bank, India's third largest private sector bank and Vistara, India's fastest growing full service carrier, today announced a strategic partnership to launch a distinct travel credit card offering for domestic travellers. The card will be unveiled early next year. The Axis Bank Vistara co-branded credit card will provide preferred privileges and benefits for business and leisure travellers under the carrier's Club Vistara frequent flyer program.

The personalized benefits from the co-branded credit card offering will be tiered depending on the frequency of one's travel, starting with the base card for occasional traveller to a the super-premium credit card for the frequent flyers. The program design promises to be unique compared to other airline cards available in the market. The partnership will help customers avail an array of lifestyle privileges, earn Club Vistara points and avail complimentary award flight tickets faster.

Speaking on the occasion **Ms. Shikha Sharma, MD & CEO, Axis Bank** said, "It is our constant endeavour to offer financial solutions that excel in customer delivery. Travel is a key spend category for customers and is growing at a rapid pace. We are delighted to announce our partnership with Vistara which will help us further strengthen our travel product suite with a compelling proposition."

Commenting on the partnership, **Mr Phee Teik Yeoh, CEO, Vistara**, said, "The Axis Bank Vistara Credit Card is yet another step by Vistara towards creating a world class travel experience. We have long recognized that our frequent travellers need a credit card that offers them attractive opportunities to earn points and is widely accepted during their travel across the country. We are proud to partner with Axis Bank as both brands have similar customer philosophies – we nourish and cherish relationships with our customers and their satisfaction is at the core of our businesses."