

Axis Bank and Vistara unveil cobranded credit card

- Introduce three variants of the contactless card aligned to customer travel preferences
- Card enables faster earning of Club Vistara points and membership tier upgrades
- Unique opportunity to receive up to 4 complimentary air tickets in a year
- Several premium lifestyle benefits and privileges such as exclusive access to Vistara's signature lounge at T3, Delhi and Axis Bank's 'Extraordinary Weekends' programme

Mumbai, July 13, 2016: Axis Bank, India's third largest private sector bank and Vistara, India's fastest growing full service carrier, today launched the contactless **Axis Bank Vistara Credit Card** on the VISA network platform to cater to the increasingly sophisticated needs of both corporate and leisure travelers.

The benefits from this distinct co-branded travel credit card will be tiered depending on travel preferences of customers and their travel frequency. The card comes in three variants: Infinite, Signature and Basic with embedded benefits of the carrier's Club Vistara frequent flyer programme. The Axis Bank Vistara Infinite Card is the first card to offer complimentary Business Class tickets to its top tier cardholders and an opportunity to earn up to 6 Club Vistara (CV) points per INR200. The Signature and basic card variants offer exclusive benefits by way of complimentary Premium Economy and Economy Class tickets as well.

Speaking on the occasion **Mr. Rajiv Anand, Executive Director, Axis Bank** said, "At Axis Bank, we are constantly innovating to deliver more value to our customers. We are delighted to partner with Vistara to bring to market a very compelling proposition for our customers. Travel is a key spend category for credit cards and the Axis Bank Vistara range of cards will help us further strengthen our travel product suite, as it addresses both the business and leisure traveler segments."

Commenting on the partnership, **Mr. Sanjiv Kapoor, Chief Strategy and Commercial Officer, Vistara**, said, "The Axis Bank Vistara Credit Card accelerates our endeavor to provide premium services and unique benefits to our growing pool of loyal customers who 'Fly the New Feeling' on our fast expanding network that now covers 18 destinations across India. This new card will help us fulfil our frequent travelers' need for a credit card that not only offers them attractive opportunities to earn points and complimentary tickets, but also provide automatic Club Vistara Silver and Gold membership for higher variants."

The card also offers enhanced insurance coverage, including air accident cover up to INR 2.5 crore and lost card liability up to the credit limit. Axis Bank Vistara Credit Card customers can also enjoy premium lifestyle offers such as Golf rounds or sessions at discounted rates across 19 golf courses in India. In addition, the Infinite variant customers of the card will be given 6 Complimentary golf rounds.

Annexure - Summary of key features:

	Particulars	Axis Bank Vistara Credit Card	Axis Bank Vistara Signature Credit Card	Axis Bank Vistara Infinite Credit Card
Axis Bank Vistara Credit Card Variants and Benefits	Annual Fee in INR	1,500	3,000	10,000
	Welcome Benefits	Club Vistara membership 1 Economy ticket	Club Vistara Silver membership 1 Premium Economy ticket	Club Vistara Gold membership 1 Business Class ticket
	Activation Benefits (within 90 Days)	1,000 CV Points @INR50,000	3,000 CV Points @INR75,000	10,000 CV Points @INR1Lakh
	Ongoing Benefits	2 CV Points Per INR200	4 CV Points Per INR200	6 CV Points Per INR200
	Bonus Milestone Benefits	1 Economy ticket @INR 1.25lakh 1 Economy ticket @INR2.5Lakh	1 Premium Economy ticket @INR 1.5 lakh 1 Premium Economy ticket @INR 3 Lakh 1 Premium Economy ticket @INR 4.5 Lakh	1 Business Class Ticket @INR2.5lakh 1 Business Class Ticket @INR5Lakh 1 Business Class Ticket @INR7.5Lakh