

Press Release

Axis Bank enables its Mobile Banking customers to seamlessly transact with Apple's 'Touch ID'

- *Introduces first-of-its-kind one touch authentication for transactions through its mobile app*
- *The bank also unveiled its application for Apple Watch*

Mumbai, July 07, 2015: Axis Bank, India's third largest private sector bank, today unveiled the 'Touch ID' - a one touch authentication for transactions through its mobile app. Bank customers using Apple iPhone 5s and above can now complete their financial transactions such as bill payments, mobile recharge and funds transfer using this feature. Once the customer's fingerprint is set up on the Axis Mobile app, they can authenticate subsequent financial transactions by either using Touch ID or their mPIN.

The bank has also launched its banking application for Apple Watch. Customers need to merely sync the Axis Mobile app with their Apple Watch to check their savings account balance, view last five transactions and notifications, access the 'Near Me' feature and search for ATMs/Branches/Offer near to them without any additional authentication.

Commenting on the launch, Mr. Rajiv Anand, Group Executive and Head Retail Banking said, "We are proud to be the first bank to introduce the concept of transacting on your mobile using Touch ID. With the increasing number of customers preferring mobile banking, we see this digital solution gaining momentum as it brings additional convenience to an already superior customer experience."

"Axis bank has currently witnessed Rs. 2,400 crore worth transactions through mobile banking during the month of June 2015. Mobile transactions have grown by nearly 113 percent y-o-y. Considering the traction being witnessed in mobile banking, we plan to introduce other innovative mobility solutions in the near future. The launch of 'Touch ID' authentication and Axis Watch application for customers further reinforces our commitment to making banking simple and hassle free for our customers", said Rajiv.