

Press Release**Axis Bank brings alive 'My Idea of Progress'**

Mumbai, February 11, 2015: Axis Bank, India's third largest private sector bank, as a part of the culmination of its national brand activation program "Progress has many meanings", has announced to bring to life one of the winning ideas by planting trees saplings across the country on the 20th & 21st of February.

Last year, the brand as part of their latest brand campaign announced this national activation program wherein people were asked to share what progress meant to them. This campaign received an overwhelming response both on the online as well as offline medium with approximately 45000 people sharing their varied ideas of progress.

An esteemed jury comprising Mr Prakash Padukone, Ms Deepika Padukone, Mr Rajiv Anand, Group Executive - Retail Banking, Axis Bank, Mr Arun Iyer, National Creative Director - Lowe Lintas and Mr Saurabh Verma - CEO - Leo Burnett, India were chosen to select the top 5 ideas which would be brought to life by Axis Bank. The criterion for selection of these ideas was their level of social impact and their potential to touch as many lives to make a difference.

One such winning idea was that of Sarjak Parekh from Mumbai. Sarjak's idea of Progress is to help create a Greener Earth. Taking a step to making it a reality, Axis Bank launches a country wide green drive 'Plant a Sapling' initiative under its Green Banking program.

To increase the level of participation in this exercise, Axis Bank has invited everyone to participate / support this drive by simply retweeting their tweet or sharing their post on Facebook. The Bank will plant a sapling for each tweet or share.

Mr Rajiv Anand, Group Executive - Retail Banking, Axis Bank will inaugurate the initiative on the 19th of February, by planting Ficus saplings on the banks of Meethi River at Dharavi in Mumbai.

Talking on this initiative **Ms Deepika Padukone** said "It is very critical for all of us to realize that small simple actions can have great impact and go a long way to make our world a better place. So, go ahead, do your bit, just retweet or share the activity on Facebook and help bring Sarjak's idea of progress to life."

Speaking on this initiative, **Mr. Rajiv Anand, Group Executive - Retail Banking, Axis Bank** said "Green Banking is embedded in our philosophy and culture. We are doing our best to ensure that most of our operational, procurement and consumption practices are environment friendly."

"Axis Bank encourages its customers to subscribe for e-statements and other electronic formats of communication, thus significantly reducing paper consumption. Last year, 61% of our shareholders

received their annual reports via e-mail, A cornerstone of this initiative is the Bank's corporate office 'Axis House' which is designed and constructed as a Platinum LEED-Certified "Green Building", he added.