

Press Release

Axis Bank celebrates Digital Financial Literacy Week with 'Digi-Prayas'

- *Has so far educated over 2 lakh people across the country through its financial literacy camps.*
- *Digi-Prayas, a three month focused programme aims to impact 80,000 people by training them on using various modes of digital banking.*

Bhubaneswar, 03 June, 2017: In conjunction with the Digital Financial Literacy Week by RBI, Axis Bank, India's third largest private bank has undertaken a 'Digi-Prayas' initiative to impart financial literacy to 80,000 people across the country. The initiative supports the population in 24 selected villages across the country to be financially literate, digitally aware, adopt and be active on various modes of digital banking like Mobile, UPI and USSD based banking.

As part of the program, the Bank is also setting up a digital banking ecosystem comprising Business Correspondents, EDC/POS devices, Micro ATMs in these villages. The project aims to impact 80,000 lives by active participation in digital modes of financial transactions.

The program would comprise of the following activities:

- Hosting awareness sessions and workshops on digital modes of financial transactions
- Educating citizens about government's policies and digital banking options available to them
- Training citizens to access and use electronic payment systems (EPS) such as IMPS, UPI, Bank PoS machines etc.
- Enabling merchants in the villages to use Electronic Payment Systems like UPI, PoS terminals, etc.

Axis Bank has been conducting Financial Literacy Camps under its flagship programme 'Pragatishala' and plans to continue the same across 600 rural branches. These camps have covered 2,18,041 rural people in 15,240 Financial Literacy Camps during FY 16'-17.

Commenting on the occasion, **Mr. Sidharth Rath, Group Executive, Corporate Relationship Group & Transaction Banking, Axis Bank** said "Axis Bank is happy to launch 'Digi-Prayas', coinciding with RBI's Digital Financial Literacy Week. The programme intends to impact the population which is yet to make the digital journey by educating them about the benefits of digital banking and a less cash economy. Initiatives like these will empower our citizens and help them to transact in a faster and secure environment"

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 3,304 domestic branches (including extension counters) and 14,163 ATMs across the country as on 31st March 2017, the network of Axis Bank spreads across 1,946 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.