

Axis Bank encourages young minds to express their 'Dreams' through SPLASH 2025 – a nationwide Art, Craft, and Literature competition

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- Children between 7-14 years can participate in the competition, both online and offline
- Participants to submit their entries on <https://www.axisbanksplash.in/> till 31st December 2025
- The six winners and the six runners-up will be awarded ₹1 lakh and ₹50,000 each, respectively. They will get an opportunity to attend a special Art and Craft Workshop at Tashkeel, Dubai

[Axis Bank](#), one of the largest private sector Banks in India, has announced the commencement of **SPLASH 2025**, the 13th edition of its annual nationwide competition on art, craft and literature. Inspired by Axis Bank's brand philosophy - dil se open, this year's theme "**Dreams**" will encourage young minds to unleash their imagination and creativity. Participants can register and submit their entries on <https://www.axisbanksplash.in/> till 31st December 2025. The Bank will also host on-ground competitions across select Axis Bank branches, schools, and Residential Welfare Associations (RWAs). The initiative aims to engage over 11 lakh participants across India through both physical and digital platforms.

The participants can submit their entries under two sub-themes: '**A Day in My Dream Life**' for the 7-10 years age group and '**The Future as I Dream It**' for the 11-14 years age group. A jury of over 100 domain experts will evaluate the entries, including notable personalities such as Mr. Savio Mascarenhas, Group Art Director at Amar Chitra Katha; Dr. Snehal Pinto, Director of Ryan International Group of Institutions; and Mr. Deepak Patil, Hon. Vice President of The Art Society of India.

Unveiling the 13th edition, **Mr. Anoop Manohar, President & Chief Marketing Officer, Axis Bank**, said, "Splash is more than just a competition; it is a creative platform that elevates children's spirits and fuels their imagination. At Axis Bank, we believe in embracing new ideas and nurturing creativity. By providing children with a stage to express their dreams, we are investing in the innovators and leaders of the future. Through SPLASH, we encourage children to envision the world they want to create—a world filled with hope, courage, and boundless possibilities. This initiative also reflects our commitment to holistic development, where art and imagination play a crucial role in building confidence and inspiring innovation."

In alignment with the theme, Axis Bank has launched the 'AI Dream Generator', an interactive tool designed to bring children's dreams to life. Whether they dream of flying cars, talking animals, or building a city on the moon, children can enter their dreams and choose their favourite medium—art, craft, or literature—to see their imagination come to life.

The six winners and the six runners-up will be awarded ₹1 lakh and ₹50,000 each, respectively. They will get an opportunity to attend a special Art and Craft Workshop at Tashkeel, Dubai. The artwork of these winners will be showcased at the Museum of Art and Photography (MAP), Bengaluru. Additionally, the top 400 qualifiers will receive exciting goodies and vouchers from partner brands like Ixigo and American Tourister.

Marking a significant milestone, Axis Bank received over **9 lakh** entries and engaged **3,300+ schools** nationwide in the previous edition of SPLASH. This initiative garnered two prestigious recognitions—**Best Integrated Media Campaign** at the E4M Indian Digital Marketing Awards and a **Bronze for Creative Excellence** at the 14th ACEF Global Customer Engagement Awards 2025.