

Axis Bank felicitates the winners of SPLASH, a pan-India competition for Art, Craft and Literature in Axis House, Mumbai

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- Six winners have been felicitated with scholarships of Rs. 1 lakh each and runners-up with Rs. 50 thousand each.
- The competition witnessed overwhelming participation with over 9 lakh entries from all over the country.

[Axis Bank](#), one of the largest private sector banks in India, felicitated the national winners of SPLASH, an annual Pan-India competition on Art, Craft, and Literature for children in the age group of 7-14 years. The winners were felicitated by senior Axis Bank officials – Amitabh Chaudhry, MD&CEO; Rajiv Anand, Deputy Managing Director; Rajkamal Vempati, Head – HR; Arjun Chowdhry, Group Executive at Axis House in Mumbai. Each of the six finalists was awarded a scholarship of Rs. 1 lakh, along with exciting hampers and electronic gadgets from partners such as Vivo, BSA Cycles, American Tourister, and BoAt. Additionally, the runners-up received Rs. 50 thousand each.

Winners under the age group of 7 – 10 years:

- Art: S. Tharunika from Campion Anglo Indian School, Tamil Nadu
- Craft: P. Yashvi from Senthil Public School, Salem, Tamil Nadu
- Literature: Sharannya Ghosh from Our Lady Queen of the Mission School, Kolkata

Winners under the age group of 11 – 14 years:

- Art: Kavya Gugale from Vibgyor High School NIBM, Pune
- Craft: Madhav from Neo Learning School, Padampur, Rajasthan
- Literature: Prateek Mishra from Odisha Adarsh Vidyalaya, Puri, Odisha

Marking a new milestone, the competition witnessed entries from over 9 lakh participants from all over the nation, which has increased by almost 40% year on year. By conducting the competition phygitally (both physically and digitally), the Bank ensured that every child has an opportunity to showcase their talent.

Speaking on the occasion, **Anoop Manohar, Chief Marketing Officer, Axis Bank**, said, "Splash is not merely a competition; it is a platform where young minds can express their thoughts and imaginations through arts, drawing, and literature. We are delighted to see such a vast pool of talent come together to make this competition a nationwide success. This initiative has always been about discovering, nurturing, and celebrating the talent of these brilliant minds. The grandeur of this competition reaffirms that we are deeply invested in the growth and well-being of our customers and communities."

These participants were adjudged by jury panel comprising Savio Mascarenhas, Group Art Director at Amar Chitra Katha; Sharad Tawade, an alumnus from the L.S. Raheja School of Art, Mumbai, and Vikrant Shitole, a revered artist from Art Society of India. With an aim to encourage young participants to reflect on and express the importance of appreciation and thankfulness through their creativity, Axis Bank reached out to over 3,300+ schools and activated its 5500+ branches spread throughout the nation.