

Press Release**Axis Bank launches 'Insta Services' on its mobile app to enable submission of Form 15G/H electronically**

- *First Bank in India to enable submission of Form 15 G/H, electronically.*
- *Also offers unique services like updation of address, email, PAN, linking of Aadhaar for Govt benefits, etc.*
- *Exclusive services available for NRI customers to update passport/visa.*

Mumbai, October 26, 2016: Axis Bank, India's third largest private sector bank announced the launch of 'Insta Services', to enable electronic submission of Form 15G/H through its mobile application. With the launch, Axis Bank will become the first Bank in India to digitize the submission process, ensuring that customers have a hassle free experience while they seek exemption from the tax.

Insta Service allows customers to click an image through mobile camera or upload the scanned copy of KYC documents that are pre requisite for various account maintenance services like address change, passport, visa updation etc. through its mobile application. It is exclusively designed in a manner that customers just need to provide important information like estimated income, number of forms submitted with other banks etc and the request of Form 15 G/H will be processed electronically.

Commenting on the launch, **Mr. Rajiv Anand, Executive Director, Axis Bank** said, "We are proud to announce that the bank has taken a significant step forward in its Digital journey, by introducing electronic submission of Forms 15G/H. 'Insta Services' on the Mobile App further reinforces our commitment to improve our customers' online experience by deploying cutting-edge technology solutions that provide both security and convenience."

Smt Rani Singh Nair, Chairman – The Central Board of Direct Taxes of Government of India said, "Axis Bank is the first Bank in the country to enable electronic submission facility for Forms 15G/H for its customers. This initiative is in sync with our objective of creating a tax environment with minimum cost and maximum convenience for all stakeholders and is also well aligned to the Government's vision of 'Digital India'".

Through 'Insta Services', the bank offers a secure and convenient proposition to its customers as one needn't visit the Bank's branch but can still submit the form at ease from one's home, in a totally paperless manner. It also offers unique services like updation of address, email, PAN, linking of Aadhaar for Government and other such benefits. NRI customers can avail this facility to update their passport and visa.

Customers can also submit their Form 15 G/H through Axis's Internet Banking site.