



Axis Bank launches a co-branded credit card with IndianOil Corporation

- Welcome benefit of INR 250 on fuel transactions
- Fuel Benefits - 20x accelerated reward points on fuel spends at IndianOil(IOCL) petrol pumps
- Waiver of fuel surcharge; 5x reward points (Flipkart, Amazon, BigBasket, etc.)
- 10% instant discount on movie ticket booked via BookMyShow app/portal
- **Unmatched fuel benefits upto 53 ltrs annually**

Indore, December 17, 2019: Axis Bank, India's third largest private sector bank, today announced its partnership with Indian Oil Corporation Limited (IOCL) to launch a co-branded credit card for customers who prefer cashless and hassle-free payment. This partnership is an effort from Axis Bank and IOCL to expand their presence in the fast developing credit card ecosystem in India, with an aim to offer attractive rewards and benefits for the customers.

The new co-branded credit card will offer exciting offers to customers like cashback up to INR 250 on fuel spends within the first 30 days of card issuance, 20x accelerated reward points on fuel spend at IOCL outlets and waiver of fuel surcharge. Additionally, customers can avail benefits like 5x accelerated reward points on online shopping, 10% instant discount on movie ticket booking via BookMyShow, while also earning edge points for every spend.

Speaking on the occasion, Mr. Vigyan Kumar, Executive Director (Retail Sales), IndianOil Corporation Limited, said, "IndianOil has been a pioneer in promoting cashless and digital transactions with more than 98% of our vast network of 27,000+ retail outlets capable of accepting Credit/Debit Card payments. The tie-up with Axis Bank for co-branded credit card will usher a relationship amongst the two commercial conglomerates, and enhance customer convenience in Tier-II and Tier-III cities. This initiative will promote digital payments, working towards the Government's vision of a Digital India."

Applauding the partnership, Mr. Sanjeev Moghe, EVP, Head Cards & Payments, Axis Bank commented "It's our Bank's constant endeavor to offer customers a value proposition specifically designed to cater to their changing needs and deliver greater convenience and more benefits. The co-branded card will offer exclusive benefits and rewards that will appeal to customers across India."

The customer can use the card across all 27,000 IndianOil outlets. The card has been launched across IndianOil outlets in Ahmedabad, Lucknow, Kolkata and Visakhapatnam.