



## Press Release

### Axis Bank launches Axis OK - a lite, multilingual, non-data app for basic banking services

- Promotes digital banking through feature phones, without consuming data
- Lite, simple and easy to use mobile application
- Multilingual app with the option to choose from six major languages

**Mumbai, 24 May, 2017:** Axis Bank, India's third largest private bank launches Axis OK - a lite, secure and easy-to-use multilingual app to empower users of feature phones to access basic banking digitally, without consuming data. The app, which is under 900KB in size is one of the lightest banking applications currently available for download.

Besides providing the customer with a snapshot of his/her bank accounts and debit/credit cards, the app also enables fund transfers as well as mobile and DTH recharge. The customer isn't required to create an additional login / password as the app authenticates the registered mobile number with the Bank.

Some of the other salient features of the app are:

- Option to select preferred language from the 6 major languages – English, Hindi, Marathi, Gujarati, Malayalam & Tamil
- No internet facility needed to access the app
- Functions on both smartphones and feature phones
- Register for SMS banking without visiting branch/ATM
- Transfer funds instantly using SMS or USSD option
- Intra-Bank & Inter-Bank fund transfers
- Can request money using USSD option
- Beneficiary addition not required
- Missed call recharge for mobile, prepaid data card & DTH

Commenting on the launch of Axis OK, **Rajiv Anand, Executive Director & Head – Retail Banking**, said “Around 66% of individual customer transactions in the Bank are from digital channels and over half of them are from the mobile, thus making it a pre-dominant channel. Axis OK masks the complexities of the existing USSD service through a simple customer friendly app that is easy to use, consumes zero data and is compatible with feature phones. This will empower the huge population that is yet to



make the digital journey to start with basic digital banking services, without being deterred by language, handset and connectivity barriers.”

#### **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 31<sup>st</sup> 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](http://www.axisbank.com) offers comprehensive details about its products and services.