

Axis Bank launches 'Axis Start-up Social'

- *The platform aims to provide a platform for startups to network and share knowledge*

Bengaluru/Mumbai, December 15, 2017: Axis Bank, India's third largest private sector bank launched an exclusive networking property, Axis Start-up Social, at a 'one-of-its-kind' event aimed at supporting the country's startup ecosystem. 'Axis Start-Up Social' went 'live' on 15th December, 2017 at a gathering of the country's leading startup players at 'Wework' a leading co-working place in Bengaluru.

The objective of this platform is to provide an opportunity for startups to network and share knowledge. Significantly, this initiative firmly underlines the Bank's unflinching commitment towards providing multiple opportunities for startups in India to thrive and scale to the next-level-of-growth. The unveiling of 'Axis Start-up Social' comes close on the heels of the launch of the bank's innovation lab, Thought Factory, which looks to aid startups to expand, besides opening up avenues with potential investors and companies. The Bank also launched its Axis Startup Banking product earlier this year, which is bundled with all key technology enabled products and caters comprehensively to banking needs of startups. Over 100 leading names among the start-up community are expected to converge at the launch.

India continues to be a hotbed for startups especially with the Government's relentless focus to provide a congenial environment for them to conduct business. As per a recent Nasscom Startup Report, the year has seen an addition of over 1,000 startups bolstering India's position as one of the leading startup ecosystems across the world. This takes the total number of technology startups in the country to over 5,000, as per the Report. Importantly, while Technology continues to dominate conversations, startups in other sectors such as Healthcare, and Education and Logistics have also gathered pace.

Speaking about the initiative, Sidharth Rath, Group Executive, Corporate & Transaction Banking, Axis Bank said, "We are excited to launch Axis Start-up Social, a platform through which we hope to provide the much required, 'extra edge' to the start-up community by handholding them, sharing knowledge and providing the required financial solutions. Today, the Indian ecosystem is flooded with innovative ideas but what is missing is the presence of the right channel and guidance in terms of acceleration, scaling up and funding. Through Axis Start-up Social, we endeavour to create an ecosystem to encourage innovation and the next-level-of-growth opportunities to start-ups that are ready to take that leap."

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 3,485 domestic branches (including extension counters) and 14,332 ATMs across the country as on 30th September 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 offers comprehensive details about its products and services.