

**Press Release****Axis Bank launches Display Debit Card for NRE customers**

- *First Indian bank to offer Display variant of Debit Cards*
- *Currently launched for NRE customers*
- *Customers can generate the OTP (One Time Password) on the card itself, thereby ensuring hassle free transactions.*

**Mumbai, December 02, 2015:** Axis Bank, India's third largest private sector bank, today announced the launch of the Display variant Debit Card for its NRE customers.

The EMV chip embedded, interactive debit card comes with a display screen and touch-sensitive button that enables customers to generate the OTP on the card itself. This OTP, in conjunction with the user id and password, allows the customer to seamlessly transact on internet banking without having to wait for OTP delivery via SMS or email. This does away with the hassles due to OTP not being delivered owing to telecom network issues or mobile number updation. Axis Bank will be the first Indian bank to launch this new technology and has added additional features and benefits to create a unique offering in the market.

The new Display Debit card comes with international ATM access charges waived, providing unlimited free international ATM usage. It also offers customers lounge access, loyalty points on all transactions and air accident insurance and personal accident insurance of Rs. 25 lakhs and 5 lakhs respectively.



Commenting on the launch, **Rajiv Anand, Group Executive & Head Retail Banking at Axis Bank** said “We are proud to be the first Indian bank to introduce Display Debit cards for our customers. The launch of the new card further reinforces our commitment to improving customer experience by deploying cutting-edge technology solutions that provide both security and convenience.”