

Press Release**Axis Bank launches free Wi Fi service at its branches**

- Launches free Wi Fi service across 128 branches
- Plans to extend the service to over 1000 branches

Mumbai, February 23, 2015: Axis Bank, India's third largest private sector bank, embracing the Hon'ble Prime Minister's vision of Digital India, today announced the launch of free Wi Fi service across its 128 branches. The bank plans to extend the service to over 1000 branches in due course.

The service is available to all Axis Bank customers at the bank branch, through a simple authentication process. All they need to do is to authenticate themselves on Wi Fi either through their registered mobile number, customer id or debit card number and using their DOB as password.

Speaking on the occasion **Mr. Rajiv Anand, Group Executive & Head- Retail Banking, Axis Bank** said, "We are delighted to embrace our PM's vision of Digital India, by offering free Wi Fi service at our branches. Axis Bank has been a pioneer in launching customer friendly technology initiatives and services, offering ease and convenience to the customer. With the growth in Mobile phone penetration and the convenience that the online banking channels offer, we are seeing increased adoption of digital channels by customers."

The bank was the first Indian Bank to introduce innovative services like '**Swipeon**' - a mobile phone based card acceptance service that convert any mobile phone into a card acceptance device by simply attaching the Mswipe card reader to the phone, '**Instant Money Transfer (IMT)**', a new and innovative remittance service that enables customers of Axis Bank to make instant payments to a receiver anywhere in India through mobile phones and withdraw the amount at any Axis Bank ATM without a card, and a first of its kind mobile app '**Axis Mobile 2.0**' which offers a high level of personalization, allowing users to customize their mobile banking experience, depending on the user segment (Youth, Premium & Prime segments).

To increase customer security, the bank has also introduced '**e-surveillance**' facility, a service that allows a 24x7, 365 days Centrally Monitored Automated Security of ATMs. This initiative underscores the bank's objective of providing advanced security and simplified service to its customers.