

Press Release**Axis Bank launches “Happy Holidays Package” for Globetrotters**

First bank in India to offer one stop solution for International travellers on its Mobile App

Mumbai, July 21, 2016: Axis Bank, India's third largest private sector bank today announced the launch 'Happy Holidays Package', a one stop Mobile service that offers multiple travel benefits to globetrotters. With this launch, Axis Bank has become India's first bank to offer an integrated travel offering, through its Axis Mobile banking application.

The Happy Holidays Package leverages Big data analytics and its integrated marketing solution to offer customized travel solutions to potential international travellers from its existing customers base. The automated trigger based service offers a Multi-currency Forex Card, that can be loaded with upto 16 currencies; tailor-made Travel Insurance plans; TripAssist Services – an emergency assistance service; Free International Calling Cards, and discounts at restaurants in overseas locations.

Speaking on the occasion, **Rajiv Anand, Executive Director (Retail Banking), Axis Bank said,** " With increasing number of Indians travelling abroad and making mobile transactions for their travel related needs, the launch of 'Happy Holidays Package' offers this one stop solution to these customers, making planning & travelling more convenient for them. This innovative offering is aimed at providing the Indian globetrotter a host of privileges with a truly rewarding experience. Axis Bank has always strived to address customers' requirements and offer them value added services with composite smart & convenient solutions, and 'Happy Holidays' is yet another step in this journey."

To enhance customer experience, the bank has also added other smart features like instant fulfilment, door step delivery and real time status notifications, enabling the customer to monitor transactions.

Appended is the link to view the video on 'Happy Holidays Package'

<https://www.youtube.com/watch?v=Vt8M0dvM6MI>