

Axis Bank launches India's first cobranded multi-currency forex card with INR Wallet

- *Enables customers to use the card for PoS transactions in India, with 'Miles & More' award miles on all spends.*
- *The card is powered by MasterCard's contactless chip security with 'Trip Assist' and lost card liability cover of up to INR 3 lacs.*
- *Available for Axis Bank & non – Axis Bank customers through Axis Bank branches & www.axisforexonline.com*

Mumbai, May 16, 2016: Axis Bank, India's third largest private bank, today announced the launch of India's first multi-currency, cobranded forex prepaid card that facilitates both international and domestic usage while rewarding customers with unlimited miles on every spend. The bank has partnered with Miles & More, Europe's leading frequent flyer and awards programme, to introduce the 'Miles & More Axis Bank World Traveller Card'. The card is powered by MasterCard's contactless chip security, offering customers easy and safe access to 30 million merchant outlets across the world.

Axis Bank and non – Axis Bank customers can avail the card and load up to 17 currencies to avoid the hassle and risk of carrying multiple currency note variants.

Speaking on the occasion, **Mr. Sidharth Rath, Group Executive, Corporate & Transaction Banking, Axis Bank** said, "Axis Bank continues to be the market leader in the Prepaid Forex Card category. Our focus has always been on improving customer experience and enhancing value for our customers. This innovative forex card offering from Axis Bank is aimed at providing the Indian globetrotter a host of privileges with a truly rewarding experience."

Mr. Bernd Wendeln, Head of Global Cooperation Management Financial Services, Miles & More GmbH, added "We as Miles & More, one of the largest frequent flyer and awards programs worldwide, have the expertise of creating customer retention through several successful co-branded card programs in 23 countries. We believe that India requires tailored card solutions that fit the needs of different traveller segments. Leveraging collective strengths of four strong brands – Lufthansa, Miles & More, Axis Bank and MasterCard – this new, innovative product will change the traveller card landscape of India."

Mr. Wolfgang Will, Director South Asia, Lufthansa German Airlines, said, "The new global Indian likes to travel extensively and appreciates good value for money. Lufthansa is delighted to introduce a card that is tailored to these needs in partnership with Axis Bank and MasterCard. The new multi-currency Miles & More Prepaid card offers an irresistible deal, in which the more miles you travel, the more miles you can earn."

Mr. Porush Singh, Country Corporate Officer, India and Division President, South Asia, MasterCard, said, "The world of payment and technology is constantly evolving. Consumers expect innovative and secure ways to manage their money while travelling and our collaboration with Axis Bank and Miles & More will address this requirement with the first multi-currency travel prepaid card in India. The prepaid card with an INR wallet is enabled with Near Field Communication (NFC) technology and offers convenience and hassle-free transactions to cardholders. The innovative prepaid solutions of the card ensure that cardholders spend like a local while travelling abroad without compromising on safety & security and in-return enhance loyalty to the airline from the outbound travellers."

The main features of the Miles & More Axis Bank World Traveller Card are:

A. Convenience and Ease of use

- The INR wallet enables customers to retain their card balance in local currency and use the same at PoS terminals in India.
- Easy fund transfer across currency wallets, reload of funds & tracking spends through Axis Bank's mobile app & Internet Banking.
- Available for Axis Bank and non-Axis Bank customers through Axis Bank branches & www.axisforexonline.com.
- Contactless card for seamless 'Tap & Pay' experience.
- Enables customers to shop in duty free outlets at international airports in India.

B. Awards on spends

- Customers earn award miles on spends in India & abroad which can be redeemed for a wide range of products and experiences from Miles & More ([award redeeming opportunities](#)).
- Exclusive international dining offers across 100+ restaurants worldwide.

C. Safe & Secure

- Chip card for enhanced security.
- Liability cover up to Rs 3 lacs.
- Trip Assist – Instantly block lost card. Provides emergency cash assistance in case of theft, loss of wallet, baggage.
- ATM assault / robbery cover.
- Dedicated Global Helpdesk with 24*7 toll free in 11 countries.