



Press Release

Axis Bank-Mastercard launch Forex Card offer for Football Lovers

Customers stand a chance to win a trip to UEFA Champions League Final 2018 in Kyiv, Ukraine

Mumbai, April 16, 2018: Axis Bank, the country's third largest private sector bank, has tied up with Mastercard, to launch an exciting offer for its Forex Card users. As per the offer, customers of Axis Bank Forex Card stand a chance to win an all-expense paid trip for two to watch the UEFA Champions League Final 2018 courtesy of Mastercard, in Kyiv, Ukraine. The winner will also get a pre-loaded Forex Card with \$250 worth of forex.

This offer is valid on the Mastercard variant of the Axis Bank Forex Cards from April 1st to April 30th, 2018. Apart from the top prize of a trip to the Champions League Final 2018 in Kyiv, Ukraine, official autographed merchandise are the other prizes on offer.

Axis Bank is the market leader in the forex card segment in India with a market share of 45%.

Speaking on this, **Asha Kharga, Chief Marketing Officer, Axis Bank** said, "As market leaders in the Indian Forex Card space, it is our constant endeavor to enable customers get more out of their holidays. While going cashless with the Forex Card addresses the functional needs of convenience & safety, the aspirational needs are addressed through value adds by virtue of our alliances, partner-deals & the benefits we offer.

Riding the wave of consumer love for travel & football, we aim to provide our customers with a lifetime opportunity to witness the UEFA Champions League Final in Ukraine. This positions us as a preferred forex partner while remaining true to our communication proposition of the Forex Card enabling travellers get more of their holidays by going cashless."

Vikas Varma, Senior Vice President, Account Management, South Asia, Mastercard "We are very excited to partner with Axis Bank on this co marketing partnership using UEFA Champions League, one of our iconic sponsorship assets. At Mastercard, we have focused on providing priceless, money cannot buy experiences to our customers and their consumers, and, given the rise of soccer as a popular sport amongst the affluent, this partnership promises to deliver significant value for both Axis Bank and MasterCard."

To read more about this offer, please visit <https://www.axisbank.com/retail/forex/multi-currency-forex-card/download-forms>

Tickets are courtesy of Mastercard, official sponsor of the UEFA Champions League.

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 3,589 domestic branches (including extension counters) and 13,977 ATMs across the country as on 31st December 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 ten overseas offices with branches at Singapore, Hong Kong, Dubai (at the DIFC), Shanghai and Colombo; representative offices at Dubai, Abu Dhabi, Sharjah and Dhaka and an overseas subsidiary at London, UK. The Bank's website www.axisbank.com offers comprehensive details about its products and services.

The Bank's website www.axisbank.com offers comprehensive details about its products and services

About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. Our global payments processing network connects consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@mastercardindia](https://twitter.com/mastercardindia), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).