

Press Release**Axis Bank opens its first 'All Women Branch'**

- Opened its first All Women Branch at First Floor, Patliputra Colony, Patna, Bihar
- Sees high potential in digital banking services; Growth in ownership of mobile and other electronic devices, driving digital banking; over 80% of the transactions to happen through digital channels in FY15
- Axis Bank's overall market share in mobile transactions stands at 13%, as on Sep '14

Mumbai, December 16, 2014: Axis Bank, India's third largest private sector Bank, today announced the opening of its first 'All Women Branch'. The branch was inaugurated by Mr. PK Thakur, IPS & Director General of Police, Bihar and Mr. Rajiv Anand, Group Executive – Retail Banking, Axis Bank at Patliputra Colony, Patna.

Speaking on the occasion, **Mr. Rajiv Anand, Group Executive – Retail Banking, Axis Bank** said, "We are delighted to open our first All Women Branch, marking yet another step towards the extensive customer banking focus that we are providing across the country and reinforces our commitment to bring superior banking services, marked by convenience and closeness to our customers. Women play an important role in managing household savings and we believe that this all Women Branch will help increase the participation of this segment in the banking industry."

"Axis Bank understands customer's need and is proud to be a front-runner in serving more than 14 million customers and small business relationships from our branches and ATM network. The cornerstone of the Axis Bank retail strategy is the quality of interaction provided by our branch staff to our customers. The innovative, personalized multi-channel banking experience like Self Service ATMs, Internet banking, Mobile app and social media interface would henceforth be the driving force in our Bank's Digital strategy." **Mr. Anand** further added.

Axis Bank's one of its kind mobile app '**Axis Mobile 2.0**' 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 recently 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.