

Press Release**Axis Bank reinforces commitment to Telangana's digital banking ecosystem**

- Overall mobile banking spends at Rs. 71,444 cr in Q1FY19, up 90% year on year
- Maintained market leadership in mobile banking industry with 17% market share by value
- Amongst leaders in credit cards with 12% market share by cards in force
- First bank to launch 'Iris Authentication' for Aadhar-based transactions via micro ATMs

Hyderabad, August 8, 2018: Axis Bank, India's third-largest private sector bank, today reinforced its commitment to the state's already-robust digital banking ecosystem. Even as the Bank has shown robust growth across business levers, its mobile banking segment has shown particularly impressive numbers. Overall mobile banking spends at the Bank touched Rs.71,444 cr in Q1FY19 increasing 90% YoY. Also, the Bank reiterated its commitment to the 'Digital India' agenda, as more than 70% of all transactions in the first quarter of this financial year were made through digital mode.

Axis Bank is the first bank in the country to introduce 'Iris Authentication' for Aadhar-based transactions through Micro ATMs. The service, which requires a customer to scan his/her eyes on a micro ATM tablet integrated with iris scanner, facilitates instant banking services in remote centres and is in line with the Bank's vision to provide banking for the unbanked.

The Bank continues to focus significantly on cards, both credit and debit, which remain an important business function. Axis Bank is a market leader in installing 'card-acceptance terminals' – in Q1FY19 alone, 24,000 new terminals were installed. Also, Axis Bank continues to invest in newer cashless and digital payment methods, which would get a larger population to embrace digital payments.

Speaking at the press meet, **Rajiv Anand, Executive Director – Retail Banking, Axis Bank**, said, "Axis Bank has driven forward the government's digital initiative by focusing on and strengthening our mobile banking and internet banking services. The Bank has taken multiple initiatives to promote digital banking, both in rural and urban areas which have led to a good rise in the transactions done digitally. We will continue to take the lead in helping our customers in their 'digital journey' through our commitment towards safe, convenient and innovative digital channels."

Axis Bank currently has 123 branches and 731 ATMs in Telangana.

**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 3,779 domestic branches (including extension counters) and 12,834 ATMs across the country as on 30th June 2018, the network of Axis Bank spreads across 2,211 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.