

Press Release**Axis Bank's retail microfinance initiative 'Axis Sahyog' launched in Assam**

- *Aim to financially support 60,000+ rural women in Assam by FY19-end*
 - *Axis Sahyog program to expand to 20 districts in Assam*
- *To foray into other North-Eastern states of Tripura, Meghalaya & Nagaland*

Guwahati, August 20, 2018: Axis Bank, the country's third largest private sector lender, today announced the launch of its retail lending microfinance initiative – 'Axis Sahyog' in Assam. The program will help extend credit to the economically active, but under-banked, rural population in the region, particularly women.

In January this year, Axis Bank had initiated a pilot for Axis Sahyog in Nagaon and Tezpur branches in Assam. Loans from Axis Sahyog, which range from Rs 12,000 – Rs 26,000, have helped consumers in the region start small businesses and become financially independent. Women, especially, with such credit support, have been at the forefront of running the rural economy by starting self-help groups (SHGs). These SHGs are already providing employment to a large section of the rural population. The Bank is in the process of expanding Axis Sahyog to 20 districts in Assam, with an aim to financially empower more than 60,000 rural women by March-end, 2019.

Speaking on the launch event, **Axis Bank's Regional Branch Banking Head (East), Mr. Lal Singh**, said, "We are delighted to launch Axis Sahyog in Assam. I'm also happy to announce that we have plans to start Sahyog operations in other North Eastern states starting with Tripura, Meghalaya and Nagaland. At Axis Bank, our endeavour has always been to empower people to get access to finance quickly and easily, when required. Axis Sahyog will enable rural consumers to avail credit easily which will help them to increase their productivity and in turn their income."

Axis Sahyog retail microfinance program was launched by the Bank in 2013 with an objective to empower families in unbanked and under-banked regions and bring them into the banking fold. Today, the program is associated with more than 1.2 million customers with its presence in 17 states and 1 Union Territory.

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.