

Axis Bank sings a high-spirited tune to celebrate the Kochi life

- *Axis Bank launches an exclusive music video with local band, Masala Coffee to celebrate the spirit of Kochi life*
- *Music video underscores how life in Kochi is evolving due to the connectivity boosted by Kochi Metro and simplified payment solution by Axis Bank's Kochi1 card*

Kochi, November 11, 2019: Axis Bank, India's third-largest private sector bank, has partnered with *Masala Coffee*, a renowned Kochi-based music band to launch a campaign 'I Live the Metro Life' that celebrates the essence of the deeply cultural yet modern Kochi life. The music video showcases how Kochi1 Card has become an essential part of the day-to-day lives of Kochi citizens, making not only the commute easy and convenient but also shopping and dining an exciting proposition for the cardholders.

The music video conceptualized by Lowe Lintas showcases the city and its life through the lens of four protagonists, who use the Kochi1 Card to enhance their payment experience in new ways. The video showcases individuals from different walks of life and how their lives have transformed in this metropolitan city. The Bank has roped in Manu Manjith, a famous Malayalam film lyricist and Fejo, an upcoming rapper native of Kochi to create a song exhibiting a memorable journey of the "metro life" experience. The song brings out the 'vibe' of Kochi which does not limit itself to its rich culture and traditions, but also embraces and enjoys the influence of change. The song has been shot and enacted largely inside the Kochi Metro premises and moving coaches, capturing the ease of travel and connectivity it has brought to people's lives.

Speaking about the campaign, Asha Kharga, EVP & Chief Marketing Officer, Axis Bank, said, "The Axis Kochi1 Card is not just a prepaid transit card; it can be used for shopping and dining too, thereby making it an exciting proposition for all card holders. We could have gone the conventional way of communicating to consumers by speaking about offers and discounts.

Instead, we decided to go completely local and celebrate the city of Kochi, given its deep rooted heritage complemented by a modern outlook and great experiences. The idea of partnering with Masala Coffee and creating a lyrical musical video was aimed at celebrating the best experiences that the city has to offer and is an ode to the people of Kochi. We hope people enjoy the song, as much as we did in making it happen."

Talking about the campaign, Mr. Alkesh Kumar Sharma, Managing Director, Kochi Metro Rail Limited, said "KMRL has played an important role in changing the way Kochi-ites travel today. From metros to buses, we have built a world class transport system that is backed by the Kochi1 Card. Our partnership with Axis Bank has played a pivotal role in Kochi's transformation into a smart city. Moreover, the use of Kochi1 Card for travel, shopping and dining will promote a cashless economy. The video revolves around the daily lives of the people of Kochi and captures the true spirit of Kochi."