

## Axis Bank Unveils 'Dil Se Open Celebrations 2025' with Season-Long Festive Offers for Customers Across India

- Offers begin September 2025 onwards with discounts, cashback, and rewards
- Benefits across shopping, travel, lifestyle, electronics, and more
- Festive cheer continues from Navratri to Christmas and beyond

### September 23, 2025

Axis Bank, one of the largest private sector banks in India, announced *Dil Se Open Celebrations 2025*, a festive initiative designed to deliver unmatched value to customers throughout the season. Staying true to the spirit and anchored in the philosophy of **"Sirf ek festival nahi, poore festive season chalega"**, the bank is offering a comprehensive suite of benefits across shopping, travel, and lifestyle.

**Starting from September 2025**, *Dil Se Open Celebrations 2025* will bring months of uninterrupted festive cheer, packed with exciting discounts, cashback offers, rewards, and exclusive partner deals. The festivities bring in a seamless blend of celebration, value, and benefits for customers throughout the season, not limited to a single festival. From Navratri and Diwali to Christmas and beyond, every moment of festivity will be enriched with rewards and benefits, ensuring that the celebrations continue uninterrupted.

The customers will gain access to a wide array of exclusive benefits, including discounts, cashback offers, partner deals, and reward programs across Axis Bank Credit Cards and other banking products. The offers span multiple categories, featuring top brands in **E-commerce** (Amazon, Flipkart), **Electronics** (Haier, LG, Samsung, Sony), **Mobiles** (OnePlus, Motorola, Xiaomi), **Quick Commerce** (Blinkit, bigbasket, Instamart), **Shopping** (Jack&Jones, Vero Moda, ONLY, Selected, Shoppers Stop, Tira, Reliance Brands including Coach, Michael Kors, Mothercare, Hamleys), and **Travel** (Cathay Pacific, Cleartrip, ITC Hotels Limited, ixigo, MakeMyTrip, SriLankan Airlines). In addition to these offers, Axis Bank partnered with a host of other leading brands, making this one of the most rewarding festive experiences for its customers.

Commenting on the campaign **Arnika Dixit, President & Head – Cards, Payments and Wealth Management, Axis Bank**, said, "At Axis Bank, our customers remain central to every initiative. *Dil Se Open Celebrations 2025* is a season-long offering that brings enhanced value across shopping, travel, and lifestyle. In collaboration with leading brands, we are providing exclusive credit card benefits including cashback, curated discounts, and easy EMIs on high-value purchases. This reflects our customer-first philosophy and reinforces our leadership in cards and payments by combining innovation with meaningful rewards."

Some of the offers as appended:

### Offers on Credit Cards:

Category	Brands
E-commerce	Amazon, Flipkart
Electronics	Haier, LG, Samsung, Sony
Mobiles	OnePlus, Motorola, Xiaomi
Quick Commerce	Blinkit, bigbasket, Instamart
Shopping	Jack&Jones, Vero Moda, ONLY, Selected, Shoppers Stop, Tira, Reliance Brands (Coach, Michael Kors, Mothercare, Hamleys)
Travel	Cathay Pacific, Cleartrip, ITC Hotels Limited, ixigo, MakeMyTrip, SriLankan Airlines

#### **Offers on Loans & Liabilities:**

Product	Details of offer/ Proposition
Home Loan	Home Loans starting 7.40% (Till Sep end)
Personal Loan	Collateral free loans starting 9.99% Processing fees as low as INR 4,999
Two-Wheeler EV Loan	Special pricing discount of 0.50% for EVs
Two-Wheeler Super Bike Loan	Special pricing as low as 10.50% for superbikes Processing fee as low as 0.50%
CVCE Loan	Flat processing fee of INR 5,999 per asset Special waiver on foreclosure charges Till 2nd Oct
Car Loan	Upto 100% on road funding Flat 50% off on processing fees Tenure up to 8 yrs Foreclosure charge waiver after 24 months
Lockers	Waiver of one-time registration charges (₹1,000) for all lockers booked during the campaign period. Offer period: 22/09/25 – 31/10/25
<b>*Offers are subject to applicable Terms &amp; Conditions</b>	

For the detailed list of offers, please click: <https://www.axisbank.com/grab-deals/online-offers>