

Press Release**Axis Bank launches new campaign****'Badhne ke kai naam hai...'**

- *Introduces Deepika Padukone as its celebrity brand ambassador*

Mumbai, June 4, 2014: Axis Bank, India's third largest private sector Bank, today announced the launch of the third phase of its advertising campaign around its brand philosophy of **'Badhti ka naam zindagi...' or 'Progress On'**. with a new cut on the philosophy articulated as **'Badhne ke kai naam hai...'**, the bank, for the first time in its evolution is also getting associated with a celebrity and announces **'Deepika Padukone'** as its brand ambassador to take its brand philosophy ahead.

The campaign designed by Lowe Lintas lies in the space that Progress has many dimensions and talks about the 'holistic' nature of progress and highlights Axis Bank's journey as a customer centric bank.

The new campaign featuring leading Bollywood actress Deepika Padukone is directed by the renowned movie and ad film director Gauri Shinde.

Speaking on the launch of the campaign, **Mr. Rajiv Anand, President – Retail Banking, Axis Bank** said, "The new film takes our brand positioning of Badhti ka naam zindagi... or Progress On... ahead. The campaign is based on the insight that Progress means different things to different people and can also be defined differently for the same individual at different times. This insight is captured in our new communication which brings to life the ubiquitous and multidimensional nature of progress.

Deepika Padukone who is not only an accomplished actress but also a youth icon in the country, brings in fresh energy, youthfulness and vitality required for the idea to imbibe our philosophy. She has progressed in her journey from being an accomplished badminton player to a model and then to a very successful actress. Her journey of progress represents the new India which is young, hardworking, in-tune and aware of the world around them. She is contemporary yet there is an innate Indian-ness about her. We believe these qualities will fit the brand perfectly."

Deepika Padukone, Actress and Brand Ambassador of Axis Bank said, "It feels wonderful to be associated with one of India's most respected banks. A bank plays a very important role in the progress of so many individuals and I'm proud to be a part of the Axis Bank Team."

On being one of the first women celebrities to endorse a bank, Deepika said that "Well, I see no reason why any industry should be dominated by either gender in today's day and age. Like I mentioned earlier, a bank plays such an important role in the progress of so many individuals, and THAT is what has excited me the most about this association."



She goes on to add on the brand philosophy of Axis Bank that “Badhti Ka Naam Zindagi is more than just an advertising baseline. I've always believed that if you stop growing, you stop being. Moreover, Progress is a very individual thing. What it means to you might be very different from what it means to me. But yet for both of us it's the most vital part of our lives. In a way it's a common thread that binds us”

Arun Iyer, National Creative Director, Lowe Lintas and Partners said, 'Badhti ka Naam Zindagi' or 'Progress on' is the essence of brand Axis. In our earlier campaigns we have explored this philosophy from various angles, be it an individual's progress or the progress of the collective. The objective this year was to explore a new dimension of progress while showcasing the range of products, which brings us to the idea behind the campaign 'Progress has many meanings'. It is not just material but also emotional and personal. While growing monetarily is important but it is also important to have value-system in place and that's the whole thinking behind the philosophy of 'Badhti ka Naam Zindagi'





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 2,402 domestic branches (including extension counters) and 12,922 ATMs across the country, as on 31st March 2014, the network of Axis Bank spreads across 1,636 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 overseas offices in UK, Singapore, Hong Kong, Shanghai, Colombo, Dubai and Abu Dhabi.

The Bank's website www.axisbank.com offers comprehensive details about its products and services.