

Press Release**Indians under-own Equity; comprise less than 6% of house-hold financial wealth (excluding real estate) compared to 45 % for US, says Axis Securities**

- Axis Securities launches **AxisDirect Investment Kit** to help investors manage money simpler
- Introduces an investment book - **A Direct Take**, authored by **Mr. Nilesh Shah** & co-authored by **Mr. Modan Saha**
- Axis Securities sees greater need for financial planning services and an opportunity to increase penetration and mobilize household savings into equity market linked financial products

Mumbai, February 11, 2014: Equity ownership constitutes only a meagre under six per cent of the Indian Household financial wealth, excluding real estate (vis-à-vis 45 per cent for US), despite the Sensex, the index for equity market performance, having grown by a whopping more than 26 times in the last two decades. It has been the FIIs who have made the most of the Equity surge in India, rather than the Indians themselves, leaving aside a small minority. The need for quality financial advice is even more important now.

Mr. Nilesh Shah, Director, Axis Securities made this candid observation at a Press Conference here today, while launching the much-awaited **AxisDirect Investment Kit** and an investment book **A Direct Take**, with an aim to benefit large pool of retail investor fraternity.

“We hope to raise the awareness among the large pool of retail customers on the need to have a trusted financial advisor and increase the equity ownership as a part of household financial savings with the launch of the **AxisDirect Investment Kit**, **Mr Shah** said.

“Every sphere of Occupation – be it salaried, businessman, professional or an Agriculturist, has witnessed growth in personal savings, yet dominant part of these savings is locked in Fixed Deposits, Life Insurance, Precious Metals like Gold & Silver and Real Estate,” **Mr. Shah** said.

Axis Securities, the retail broking and investment advisory services subsidiary of Axis Bank, through its online trading brand AxisDirect, today announced the launch of '**AxisDirect Investment Kit**' which provides instant access to 3 in 1 investment account allowing customers, the convenience of investing online in an array of investment avenues (Equities, MFs, IPOs, Bonds, NCDs, ETFs & SIPs). An integral part of the investment kit is a unique book on investing '**A Direct Take**', authored by Nilesh Shah and co-authored by Modan Saha. Written as a series of short stories, this book is a simple guide to help one understand the importance of managing money. It lays out simple principles on how to manage one's money better, and lead a more fulfilling life. The kit also has exciting offers from Axis Bank on various products of the Bank including Home Loans, Auto Loan, Personal Loan, and Loan against Shares/Gold/Property. AxisDirect Investment Kit caters to a common man desirous of taking confident steps in the world of investing and improving his long term financial health.

“There is a need for savers to channelize savings into investment, and I see a huge opportunity to deepen penetration and mobilize household savings into market-linked



financial products.' **Mr Shah** said, adding: "How else does an investor beat inflation? My response is Equity is an investment avenue that is capable of beating inflation, over longer term. Still penetration in equity remains low, as many retail investors have lost money in equities. However, if we look at Sensex returns, it has given 188 times returns in the last 34 years, 26 times returns in the last 24 years, and 5 times in the last 14 years. **Retail investors have tried very hard to lose money, by trading rather than investing for the long term with proper research and advice.**"

Mr. Modan Saha, Joint Managing Director, Retail Broking, Axis Securities added, "The basic principles of investing remains same. Do proper asset allocation, invest periodically, and show discipline and not falling into behavioral traps. However, the execution approach that worked in the past may not be solely relied on for the future. The need for a plan and a right financial doctor to help on the way is all the more relevant now. AxisDirect, through its innovative investment platform, institutional quality research and advice, and financial planning services helps its clients manage money better and in a more convenient way. The Investment Kit, through its focus on convenience and investing insights, is a step further in that direction."

The Investment Kit will enable customers to purchase an investment account off the shelf initially from select branches in Mumbai and very soon from more than 1,000 Axis branches across India. The kit and the Book would also be available from the site www.axisdirect.in. The kit will give customers instant access to research, allow them to set alerts, use custom screeners and all other features by creating a user ID and Password. The trading facility, however, would be activated on completion of the Know Your Customer (KYC) formalities.

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 2,321 domestic branches (including extension counters) and 12,328 ATMs across the country, as on 31st December 2013, the network of Axis Bank spreads across 1,580 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.

Axis Securities Limited, SEBI Reg. No.- NSE-INB/INF/INE 231481632, BSE- INB/INF 011481638, MCX-SX-INB/INF/INE 261481635, ARN No. 64610, CDSL-IN-DP-CDSL-693-2013, Main/Dealing off.- Unit No. 2, Phoenix Market City, 15, LBS Road, Near Kamani Junction, Kurla (West), Mumbai-400070, Tel No. – 18001030808, Reg. off.- Axis House, 8th Floor, Wadia International Centre, Pandurang Budhkar Marg, Worli, Mumbai – 400 025. **Compliance Officer:** Anand Shaha, E-Mail ID: compliance.officer@axisdirect.in Tel No: 022-42671582.

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