

**Press Release**

## Axis Bank launches Secure+ Debit Card

- *Secure+ Debit Card offers best in class security including wallet protection, superior fraud cover along with a host of other security and lifestyle benefits.*
- *The Bank has also launched Total Control Platform for all its Debit Card customers, empowering them to customize and control their cards as per their specific needs.*
- *The launch of Secure+ and the Total Control platform will further support the Government's recent announcement of promoting electronic transactions in the country*

**Mumbai, June 24 2015:** Axis Bank, India's third largest private sector bank today announced the launch of Secure+, an EMV chip based debit card that offers best in class security by safeguarding the customer's wallet - including Axis Bank and other bank cards held by the customers. Customers can now block all the cards in her/his wallet with a single phone call.

The new Secure+ debit card also offers emergency assistance and covers hotel and flight expenses in case of loss of tickets and wallet. The facility is available for customers within the country and also while travelling abroad. It also offers superior fraud protection, which protects and insures customers from phishing, pin authenticated fraud transactions or any other fraudulent activities. The card also offers an enhanced personal accident insurance limit of Rs 5 Lakhs.

The Bank has also launched 'Total Control', a unique platform that empowers debit card customers to self-manage and customize their card features through Internet Banking, Mobile Banking, ATM and the Phone Banking IVR. The new platform provides additional security and minimizes the need to walk in to the branch & reduces TAT for request execution.

The Total Control platform allows customers to modify limits, choose between domestic or international usage, switch on or off card and even replace the card. The platform will act as a control pad for customers to manage card features and strengthen the level of security while transacting through various banking channels. The Total Control platform, along with Secure+ debit card offers customers both proactive as well as reactive control over the security of their cards.

"Less than 10% of customers use debit cards for purchases. The top reason they stay away is concern around security. The Secure+ debit card is the most secure debit card in the market today. It combines chip security, wallet security, fraud protection and travel assistance - all in one card. Our 'Total Control' platform allows customers to manage, control and customize all features of this card. Managing the security concerns will go a long way in enhancing the attractiveness of cashless electronic transactions in the country" **said Jairam Sridharan, President & Head – Retail Lending & Payments, Axis Bank**

The unique features of Secure+ and the Total Control Platform for debit cards will further build confidence and enhance electronic transactions in a secure and hassle-free manner. The launch of these two initiatives is a big step towards building a conducive environment for customers and also supports the Government's recent announcement of promoting cashless electronic transactions in the country.