

## **Axis Bank celebrates Indian mothers, launches TVC**

**MUMBAI, February 1, 2017:** Axis Bank, the country's third largest private sector bank, has launched a new television commercial that showcases the lifetime of efforts undertaken by a Mother.

The advert, '**Specially for you, Mom**', explores from a daughter's perspective how Mothers have an emotional relationship with money. The TV commercial, that has been conceptualized by Lowe Lintas Mumbai, shows the Mother in different situations and highlights how she has always saved money for her family.

**Asha Kharga, Chief Marketing Officer, Axis Bank**, said, "We feel privileged to honour these Mothers with the launch of a special 'Senior Privilege Account' for their life-savings. The TVC travels through the timeline from the daughter's perspective showing her mother in different situations of life and how she's always saved money for her family. We want to be financially inclusive as a brand and in a small way it is the beginning in getting more women into the banking fold."

The 'Senior Privilege Account' offers several benefits to seniors with respect to their needs regarding savings, investments, security and health care services. For savings and investments, Axis Bank provides higher interest rates on all fixed deposits, irrespective of the tenure of the deposits. For security of valuable assets, the bank offers a 25% discount on annual locker fees to ensure that the seniors get their peace of mind. Under health care services, senior citizens can avail benefits of up to 50% discount on health check-ups across 200 centres and hospitals in the country and up to 15% discount on medicines and other purchases at Apollo Pharmacies.

Axis Bank also provides personalised ID cards to its elderly customers, which help them to get preferential treatment across its branches. These apart, the bank helps the seniors to make multiple bill payments through its branches. Currently, more than 6 lakh seniors are part of the 'Senior Privilege' programme; out of these, more than 30,000 have availed of the health care service benefits.

**Arun Iyer, Chief Creative Officer - Lowe Lintas** said, "The brief for this campaign was to launch "The Senior Privilege Account" which has special offerings like higher interest rates on FD, 25% off on Lockers and much more. Given that such Senior Citizens will actually need help from their millennial children to open such an account, we had to get today's millennials to feel for all that their mother has done for them till date. This meant that we had to take this audience back in time and make them reminiscence about their mother. Key to this was the insight that only as an adult do you realize about your mother's sacrifices because she never made them obvious. Every penny saved or spent had a story behind it - A story of sacrifice, of thrift, of smartness, of a special gift, of secret places where it was hidden and so on. Bringing this to life such that we showcase a mother's pride in all of this was also an important factor that we kept in mind hoping that it will connect with our TG."

Link to view the Ad - [Axis Bank | Dear Ma](#)



**KHAAS AAPKE LIYE** *ma*

SENIOR PRIVILEGE ACCOUNT  
HIGHER FD RATES • 25% DISCOUNT ON LOCKERS

*Badhti ka naam zindagi...*  **AXIS BANK**