



## **AXIS BANK INTRODUCES ITS MOST PREMIUM BANKING SERVICE, BURGUNDY BY AXIS BANK**

**Mumbai, February 19, 2015:** Axis Bank, India's third largest private sector bank today announced the launch of Burgundy, its most premium personal banking service. Designed especially for the busy affluent HNI customer, Burgundy by Axis Bank offers personalized services and wealth management solutions that sets the customer free to actually enjoy some of life's precious moments, whilst the bank manages his wealth for him.

Burgundy, the new colour of privilege, has roped in the ever gracious Prakash Padukone along with his beautiful daughter Deepika Padukone.

**Prakash Padukone**, brand ambassador of Burgundy, commented: 'I am delighted to be associated with Burgundy by Axis Bank. The idea itself is something that resonates with me as I understand the value of time spent with family and friends, especially since Deepika is extremely occupied in her professional pursuits.'

While **Deepika Padukone** commented on how she felt about co-endorsing a brand with her father for the first time, "I am extremely honored and excited to be associated with a brand along with Dad for the first time. Spending time with your loved ones is indeed precious, and if a Bank can help me save that time, to spend it with the people that I love, that makes it even more precious and valuable "

**Mr Rajiv Anand, Group Executive & Head Retail Banking, Axis Bank**, said, "We are delighted to launch our premium banking service, Burgundy, that provides end to end personalized banking and wealth management solutions, along with business solutions. Burgundy brings the best that Axis Bank has to offer and we hope it can free up time for our customers so that they can focus on matters besides money."

The Burgundy program offers the following privileges and benefits:

- A **certified & dedicated Burgundy Relationship Manager** supported by a team of domain experts
- A feature rich **Burgundy World Debit Card** offering higher limits, insurance protection and lifestyle benefits on dining ,entertainment and more
- A Complimentary personalized **Multi-Currency Forex card** with an option to load up to 12 currencies and offering preferential exchange rates
- Integrated **Wealth Management Solutions** across all asset major classes including equity, fixed income and alternates
- Preferential **Lending & Finance Solutions** for both personal and business needs
- Customized **Business Solutions** for business and capital raising requirements
- Preferential services and rates



PRECIOUS MOMENTS  
ARE A PRIVILEGE

**burgundy**  
the colour of privilege

Premium Banking Services

by  **AXIS BANK**

