

Press Release

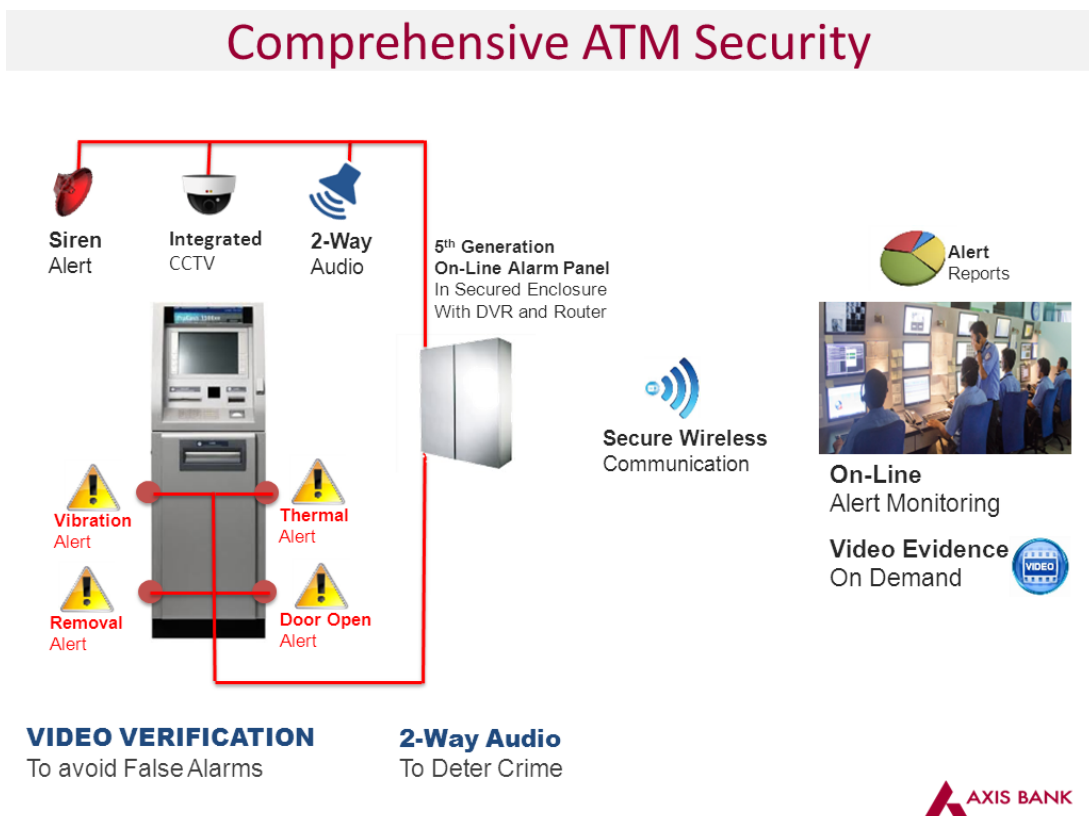
Axis Bank launches e-surveillance facility at ATM Locations

- A 24x7, 365 days Centrally Monitored Automated Security at ATM locations

Mumbai, September 15, 2014: Axis Bank, India's third largest private sector bank, today announced the launch of e-surveillance facility, a service that allows a 24x7, 365 days Centrally Monitored Automated Security of ATMs.

Under the e-surveillance facility, the ATM premises of Axis Bank will be monitored 24x7 from a centralized security operation centre. An immediate alert will be activated in case of detection of any unauthorized activity at the ATM site. In the event of any unauthorized activity at the ATM location, an immediate hooter alert will instantaneously propel a two way communication between the officials at the security operation center and the alleged intruders, through mike, speakers and CCTV system. Simultaneously, the system would also alert the local Police station and nearby on road Patrolling Officer about the incident.

Commenting on the introduction of the facility, **Mr. Rajiv Anand, Group Executive & Head Retail Banking, Axis Bank** said, "We are happy to introduce e-surveillance at our ATM locations and believe that this will go a long way in enhancing the security. This facility is yet another initiative by Axis Bank in adopting dependable technology for providing a safe banking experience for our valued customers".





This initiative underscores the bank's objective of providing advanced security and simplified service to its customers. The facility aims to prevent crimes, as well as provide an efficient alternative to the bank by taking care of all important activities at the ATMs like monitoring attendance of CRA, Housekeeping, Cheque Collection Agency, and Maintenance. E-Surveillance also has a reminder facility which helps the bank in avoiding misuse of ATMs / Branch premises by even the vendors.