

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of financial services to customer segments covering Large and Mid-Corporates, MSME, Agriculture and Retail Businesses.

The Bank has a large footprint of 2402 domestic branches (including extension counters) and 12,922 ATMs spread across the country as on 31st March 2014. The overseas operations of the Bank are spread over its seven international offices with branches at Singapore, Hong Kong, DIFC (Dubai International Financial Centre), Colombo and Shanghai and representative offices at Dubai and Abu Dhabi. During the year, the Bank has upgraded its representative office in Shanghai, China to a branch to become the first Indian private sector bank to set up a branch in China. During the year, the Bank's overseas subsidiary namely Axis Bank UK Ltd. commenced banking operations.

Axis Bank is one of the first new generation private sector banks to have begun operations in 1994. The Bank was promoted in 1993, jointly by Specified Undertaking of Unit Trust of India (SUUTI) (then known as Unit Trust of India), Life Insurance Corporation of India (LIC), General Insurance Corporation of India (GIC), National Insurance Company Ltd., The New India Assurance Company Ltd., The Oriental Insurance Company Ltd. and United India Insurance Company Ltd. The shareholding of Unit Trust of India was subsequently transferred to SUUTI, an entity established in 2003.

With a balance sheet size of Rs.3,83,245 crores as on 31st March 2014, Axis Bank has achieved consistent growth and stable asset quality with a 5 year CAGR (2010-14) of 21% in Total Assets, 19% in Total Deposits, 23% in Total Advances and 28% in Net Profit.

Profile of Axis Bank

Axis Bank Limited is an India-based bank. The Bank provides corporate and retail banking products. The Company operates in four segments: Treasury segment, which includes investments in sovereign and corporate debt, equity and mutual funds, trading operations, derivative trading and foreign exchange operations on the account and for customers and central funding; Retail Banking, which includes liability products, card services, Internet banking, automated teller machine (ATM) services, depository, financial advisory services and Non Resident Indian (NRI) services; Corporate/Wholesale Banking, which includes corporate relationships not included under Retail Banking, corporate advisory services, placements and syndication, management of public issue, project appraisals, capital market related services and cash management services, and Other Banking Business, which include para banking activities like third party product distribution and other banking transactions.

Positioning ad branding of Axis Bank

Axis Bank launches new campaign

‘Badhne ke kai naam hai...’

- Introduces Deepika Padukone as its celebrity brand ambassador

Mumbai, June 4, 2014: Axis Bank, India’s third largest private sector Bank, today announced the launch of the third phase of its advertising campaign around its brand philosophy of ‘Badhti ka naam zindagi...’ or ‘Progress On’. with a new cut on the philosophy articulated as ‘Badhne ke kai naam hai...’, the bank, for the first time in its evolution is also getting associated with a celebrity and announces ‘Deepika Padukone’ as its brand ambassador to take its brand philosophy ahead.

The campaign designed by Lowe Lintas lies in the space that Progress has many dimensions and talks about the „holistic“ nature of progress and highlights Axis Bank“s journey as a customer centric bank. The new campaign featuring leading Bollywood actress Deepika Padukone is directed by the renowned movie and ad film director Gauri Shinde. Speaking on the launch of the campaign, Mr. Rajiv Anand, President – Retail Banking, Axis Bank said, “The new film takes our brand positioning of Badhti ka naam zindagi... or Progress On... ahead. The campaign is based on the insight that Progress means different things to different people and can also be defined differently for the same individual at different times. This insight is captured in our new communication which brings to life the ubiquitous and multidimensional nature of progress. Deepika Padukone who is not only an accomplished actress but also a youth icon in the country, brings in fresh energy, youthfulness and vitality required for the idea to imbibe our philosophy. She has progressed in her journey from being an accomplished badminton player to a model and then to a very successful actress. Her journey of progress represents the new India which is young, hardworking, in-tune and aware of the world around them. She is contemporary yet there is an innate Indian-ness about her. We believe these qualities will fit the brand perfectly.”

Deepika Padukone, Actress and Brand Ambassador of Axis Bank said, "It feels wonderful to be associated with one of India's most respected banks. A bank plays a very important role in the progress of so many individuals and I'm proud to be a part of the Axis Bank Team." On being one of the first women celebrities to endorse a bank, Deepika said that "Well, I see no reason why any industry should be dominated by either gender in today's day and age. Like I mentioned earlier, a bank plays such an important role in the progress of so many individuals, and THAT is what has excited me the most about this association." She goes on to add on the brand philosophy of Axis Bank that "Badhti Ka Naam Zindagi is" more than just an advertising baseline. I've always believed that if you stop growing, you stop being. Moreover, Progress is a very individual thing. What it means to you might be very different from what it means to me. But yet for both of us it's the most vital part of our lives. In a way it's a common thread that binds us"ka Naam Zindagi" or 'Progress on' is the essence of brand Axis. In our earlier campaigns we have explored this philosophy from various angles, be it an individual's progress or the progress of the collective. The objective this year was to explore a new dimension of progress while Show casing the range of products, which brings us to the idea behind the campaign,"Progress has many meanings". It is not just material but also emotional and personal. While growing monetarily is important but it is also important to have value-system in place and that's the whole thinking behind the philosophy of „Badhti ka Naam Zindagi“ About 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 2,402 domestic branches (including extension counters) and 12,922 ATMs across the country, as on 31st March 2014, the network of Axis Bank spreads across 1,636 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 Banks website www.axisbank.com offers comprehensive details about its products and services.