

Introducing
SUVIDHA
Salary Program

***A relationship built
for your world***

For Tamil Nadu Government Employees



Axis, at a glance



One of the Largest Private Banks in India



100,000+ Employees



FR India's Best Bank Award 2024
for Best Digital Bank category



5,500+ Branches*
(largest amongst private banks)



16,000+ ATMs
(largest amongst private banks)



Dedicated Retail Loan centers
That offer best-in-class lending services



Award Wining Digital Capabilities
for Forex and Payments

Best-in-Class Digital Experience



MOBILE BANKING APP

4.8/5

Our Mobile Banking App is India's top rated Mobile Banking App

D2C PRODUCTS

74%

Digitally active customers*

TRANSFORMATION

250

Services on digital channels

**Significant progress under our
silent revolution**

CAPABILITIES

1 crore

Monthly users of Axis Mobile app - India's top rated mobile banking app

800

People dedicated to digital agenda

150+

AI use cases deployed at scale

110

In-house development team

Agile

Enabled teams with CI/CD, micro-services architecture

Awards & Recognitions



Best Bank in India award
at the prestigious FT
Bank of the year 2024



Axis Bank wins IBSi
Global Fintech
Innovation Awards 2024



Axis Bank wins Global Private
Banker WealthTech Award
2024



Axis Bank gets recognized
as the Best BFSI Brands at
ET Now Best BFSI Brands
Conclave 2024

Crafting Convenience for
Every Employee.

Built for your world.



Salary Accounts Product Laddering



₹ 10,000

Entry Level

Republic



**Exclusively for
Government & PSU**

- Personal Accident Cover

₹ 50,000

Mid Management
Salaried

Prestige



Efficient Services

- 1-2-3% cashback on Debit Card
- 48- hour response guarantee
- 24x7 Assisted Banking

₹ 1 lakh

Digitally Savvy,
Mass Affluent

Priority



Preferential Treatment

- Enjoys preferential treatment on services
- 50% discount on lockers
- Complimentary memberships

₹ 3 lakh

Investment Savvy
Affluent

Burgundy



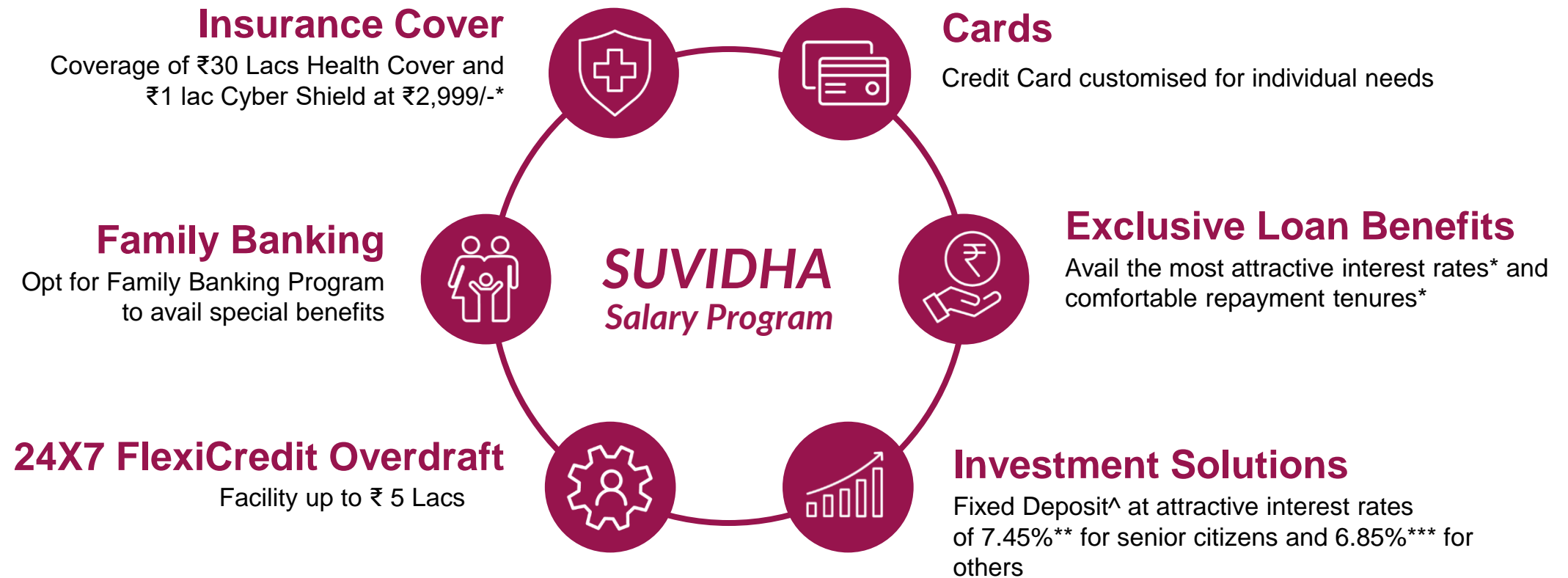
Customized Solutions

- Customized Wealth Management Solutions
- Business and Lending Solutions
- Exclusive and preferential servicing

SUVIDHA Salary Program



A comprehensive range of solutions curated for Tamil Nadu Government employees



*T&C apply as per applicable product guidelines | Purchase of Insurance Products by Axis Bank's customer is purely voluntary and not linked to avilment of any other facility from the Bank
Fixed Deposit : **For tenure of 5 yrs to 10 yrs.***For tenure - > 18 months to less than 2 yrs | ^ for values less than 3 Crs | Rates are subject to change without any prior notice

Exclusive Protection Benefits For Tamil Nadu Government Employees

- **Personal Accident Death Cover**
of ₹1 Crore
- **Permanent Disability Cover**
of ₹1 Crore
- **Air Accident Cover**
of ₹1Crore
- **Term Insurance Cover**
of ₹10 lacs
- **Child Education Benefits**
of up to ₹10 lacs
- **Girl Child Marriage Benefits**
of up to ₹10 lacs



Exclusive deals across shopping, travel & wellness via **GRAB DEALS**



Get up to **50% instant discount***
on instant vouchers of 200+ brands

+

Additional 5% cashback via **GRAB DEALS**

with your AXIS bank Credit and Debit cards

 **ONEPLUS**



Myntra

Lenovo

Flipkart



M&S



cleartrip

AJIO

SAMSUNG

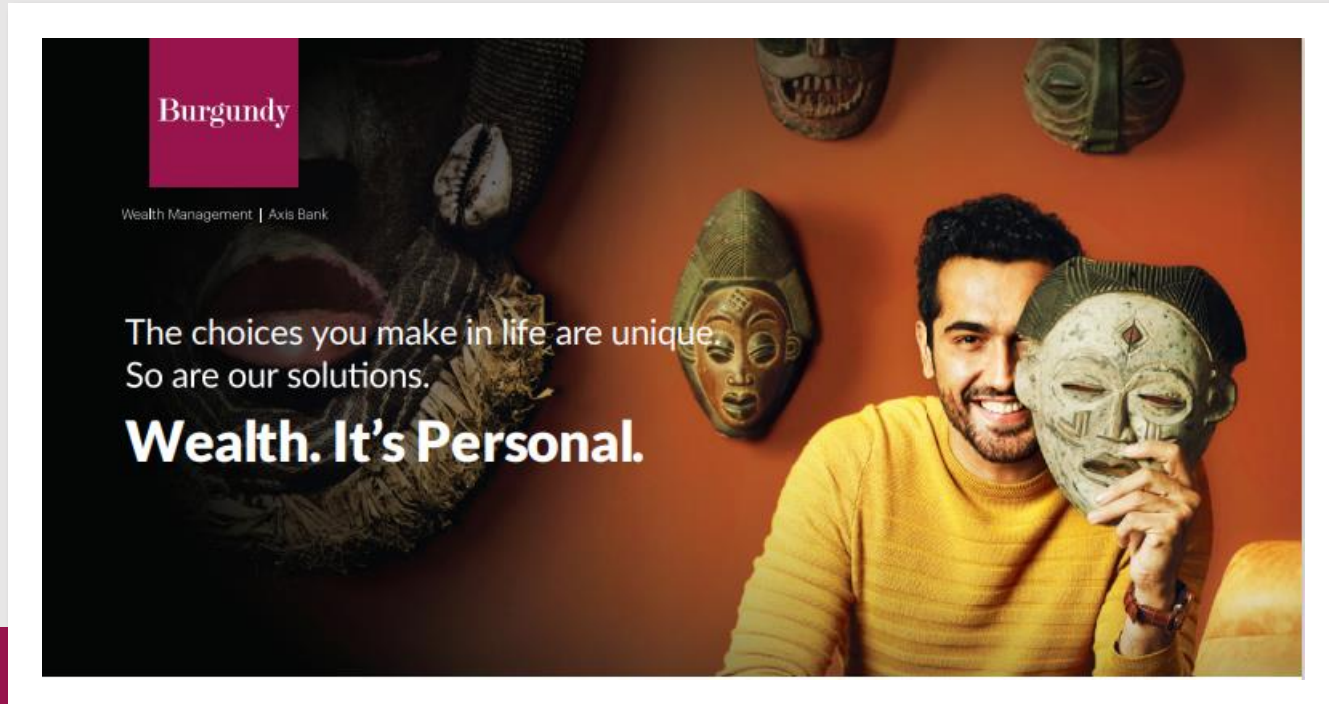
bo**At**



*T&C apply

Burgundy Salary Account

Bespoke Wealth Management solutions



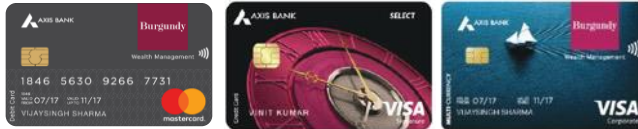
Best of Banking Feature Rich Credit, Debit & Multi Currency Forex Cards | Family Banking
Wealth management | Personal Banking | Lending Solutions

Burgundy Salary Account



Customizable wealth management, personal banking, business & lending solutions

Burgundy Relationship Manager along with a wealth specialist included



Presenting the Power Packed Cards, designed with exclusive lifestyle benefits, simplicity and security.

Burgundy Debit Card

- Complimentary 96 tickets* on BookMyShow
- 12 complimentary airport lounge
- 12 free golf lessons & 4 rounds on green fee
- Daily ATM withdrawal limit of ₹ 3 lacs
- Daily Purchase limits of ₹ 6 lacs

SELECT Credit Card

- Up to 20 complimentary access to International (Priority Pass) & Domestic airport lounges*
- Enjoy 6 complimentary golf rounds per year*
- Up to ₹800* off Dining Delights' via EazyDiner

Burgundy Multi -Currency Forex Card

- Load up to 16 currencies
- 6 complimentary global ATM cash withdrawals
- Issuance, reload and encashment fee waiver
- 30 paisa discount on loading / reloading via any channel



Wealth Management

- Avail exclusive services of the Axis franchise like Axis Capital & Axis Direct
- Wide spectrum of products like TD, MF Portfolio Management etc
- Get customized business solutions for business and capital raising requirements



Family Banking Program

- Extend your Burgundy privileges to additional 9 family member
- Up to 60%* off on locker fees with additional 10% off under Family Banking program



Digital Solutions

- Access to a plethora of Banking and Investment services like One click access to your
 - Fund transfers, invest in Fixed
 - Deposits, Mutual Funds, IPO's



Forex and Remittance

- Remit money overseas, avail benefits of our proprietary online platform and remit in over 100+ currencies
- Avail better rates on remittances

Eligibility Criteria Net Salary Credit > ₹3,00,000.

Wealth Management A wide spectrum of products across asset classes

*T&C apply

Priority Salary Account



The Finest
Experiences
in Life



**Best of
Banking**

EDGE REWARDS | Feature Rich Credit & Debit Card | Demat & Trading Account | Relationship Manager
Business Solutions | Complimentary Banking Services & Discounts on Bank Products

T&C Apply. Images are for representational purpose only.

Priority Salary Account

Banking excellence coupled with the finest life experiences

Priority Relationship Manager services included



- Unlock the best of Taj, SeleQtions & Vivanta Hotels with a complimentary Epicure Membership[^]
- Complimentary lounge access at select airports within India
- Up to 50% discount on Locker Rent annually
- 25% discount on movies on BookMyShow (Up to ₹350/month)
- Benefits of up to ₹2000 per quarter via **EDGE REWARD** Points
- Best dining experience with discount of ₹800* via dining delight program



Priority Family Banking Program

Up to 5 additional family members
Enjoy additional 10% discount on Lockers with Family
Banking Program



Money Quotient

A smart and interactive monthly account
statement that gives a complete
overview



Privilege Credit Card

Zero Joining fee & Activation benefits worth ₹2500.
Double the benefit by redeeming your
earned **EDGE REWARD** Points

Eligibility Criteria Salary Credit > ₹ 100,000

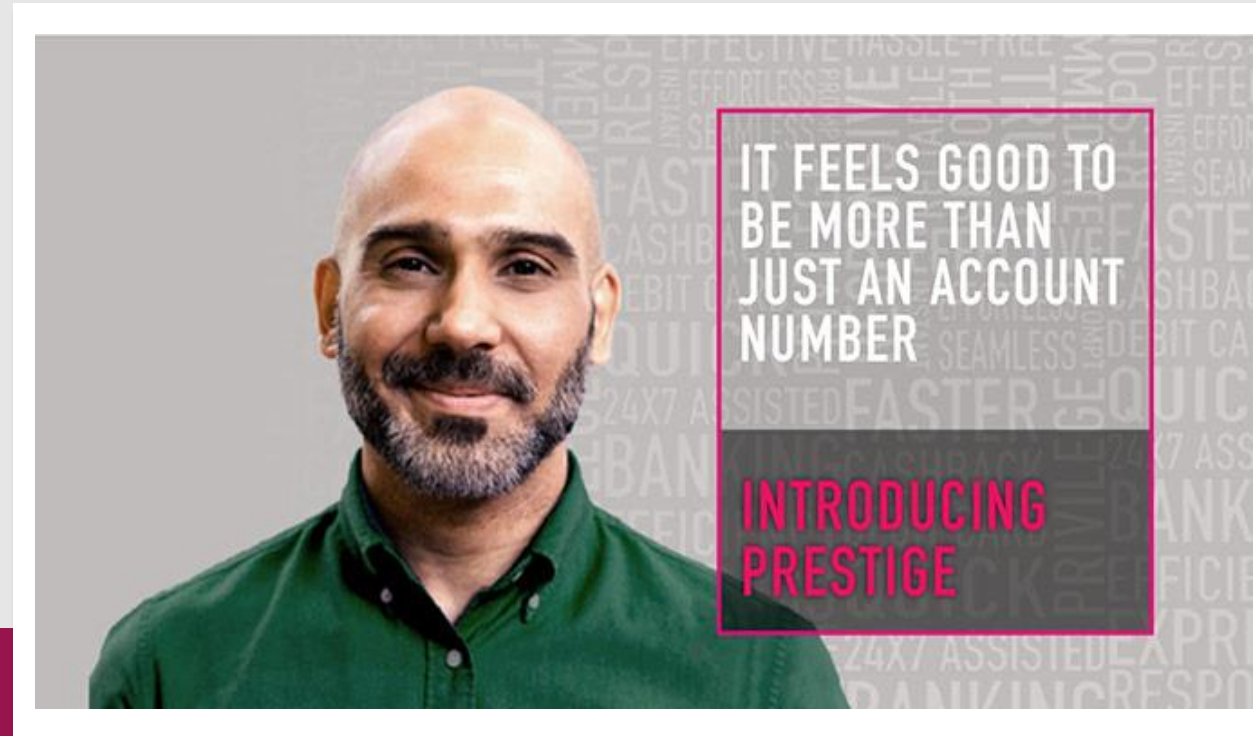
Preferential Rates across Loans, Demat and Forex.

^{*}T&C apply
[^]Qualification for Epicure Membership is based on achieving set milestones. For details, please visit axisbank.com/nripriority.

Prestige Salary Account



**More than just
an Account
number**



**Best of
Banking**

Feature Rich Credit & Debit Cards | 2X Reward Points | Family Banking
Business Solutions | Complimentary Banking Services & Discounts on Bank Products

T&C Apply. Images are for representational purpose only.

Prestige Salary Account



A Salary Account that comes with Prestige Cashback Debit Card

Digital Relationship Manager services included

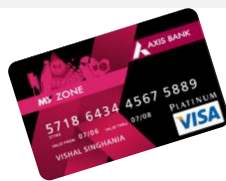
Annual benefits worth ₹25,000

Card benefits worth ₹14000 | Complimentary services worth ₹5100 | Everyday banking benefits worth ₹3500 | 2x accelerated **EDGE REWARDS** points worth ₹2400



PRESTIGE Debit Card

- Cashback: 1% Fuel, 2% shopping, 3% travel up to ₹500 per month
- Higher daily transaction limits:
POS ₹5 lacs | ATM ₹1 Lac
- 'Buy One Get One Free' Movie ticket up to ₹200 at Inox theatres



My Zone Credit Card

- Complimentary credit card
- Flat ₹120 off* on Swiggy
- Buy 1 Get 1 Free tickets via District app movies
- Complimentary SonyLiv subscription
- Complimentary airport lounge access (1 per quarter)



Express Response Guarantee

Assured 48 hour response guarantee for select queries raised 500 **EDGE REWARDS** points awarded in case of non fulfillment



Family Banking

Up to 3 additional family members



Money Quotient

A smart and interactive monthly account statement that gives a complete overview



25% discount on locker rent for the first year



Up to 15% discount on dining at partner restaurants



RM on call 24x7 to answer queries anytime, anywhere

Eligibility Criteria Salary Credit > ₹50,000

Earn **2X Accelerated EDGE REWARD Points*** on Prestige Debit Card.

*T&C apply

Republic Salary Account

Tailor-made to suit the needs of Tamil Nadu Government employees

Corporate Relationship Manager services included



Exclusive Offers

- One Complimentary lounge access per quarter at select airports within India
- Up to 15% discount on partner restaurants
- 5%-50% cashback on 30+ brands via Grab Deals

Privilege Banking Benefits

- Unlimited free cheque book and DD/PO at Axis Bank
- Open an Axis Demat a/c with first year AMC waived off
- Up to 50% discounts at over 200 diagnostic centers & Up to 15% off on Medicines at 1400 Apollo pharmacies



Family Banking
Enrol up to 3 family members



Debit Card Benefits
Daily withdrawal limit of ₹40,000 and purchase limit of ₹1 Lac.

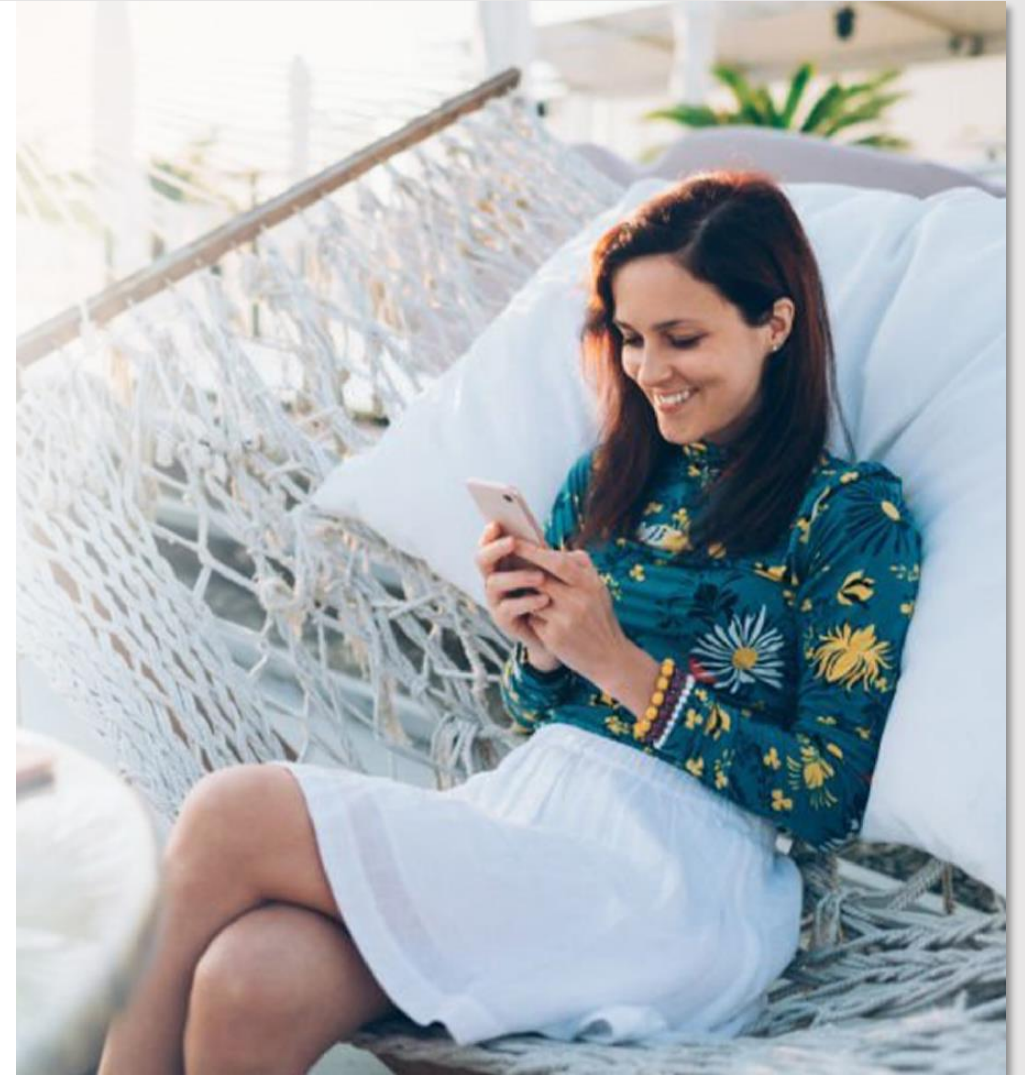
Eligibility Criteria Salary Credit > ₹ 10,000 for Govt. and PSU employees.

T&C apply

Exclusive Transaction Benefits



- **Unlimited free cash withdrawals**
at Axis Bank ATMs and other bank ATMs
- **Higher ATM transaction limit**
(financial & non-financial) at Axis and non-Axis Bank ATM
- **Free Debit Card**
Waiver of issuance fee and annual fee* on default card
- **Free DD/PO issuance**
- **Free NEFT/RTGS**



*T&C apply

Exclusively Curated Loan Benefits



PERSONAL LOAN



- Loans starting from ₹ 50,000 up to ₹ 40 Lacs based on eligibility.
- Specialized offerings for ticket sizes greater than 10 lacs.
- No collaterals required
- Preferential rates with minimum documentations

HOME LOAN



- 12 EMIs off* with Fast Forward Home Loans
- QuikPay Home Loan helps in Interest savings with reducing monthly installments. Higher amount of principal repaid earlier in the loan tenure
- Super Saver HL – OD facility. Pay interest for what you use, surplus money deposit and withdrawal facility

AUTO LOAN

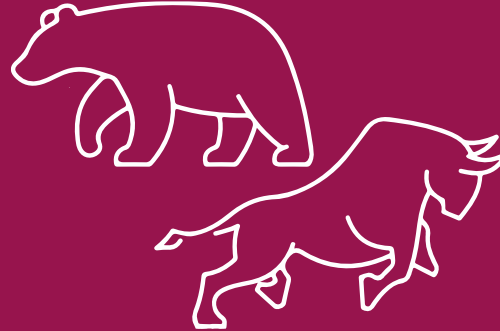


- Upto 100%* on Road funding ,with preferential rates
- Special waiver in repaying loans from the Axis Bank Salary Account*
- NIL foreclosure Charges after 36 months
- Loan tenure upto 7 Years*
- Waiver in income documents & bank statement
- Insta Sanction Loan Available on Digital Platform

Experience a whole new world of investing with **Axis Direct**



- Wide Range of Investment Products
- Powerful Research Segments
- Attractive Brokerage Plans
- Multiple Trading Platforms – Free



Who Should Invest:

Employees having Salary of ₹ **40,000+** monthly enjoy a free Axis Direct account.
(Document proof: Salary slip/ offer letter).

Burgundy Account holders

- Axis Direct account opening fee is waived off
- Lifetime waiver of DP AMC charges
- **10% discount** on Standard brokerage rate

Priority Account holders

- Axis Direct account opening fee is waived off
- 1st year DP AMC charges waived off
- **Discount of 25%** on DP AMC charges from 2nd year onward
- **10% discount** on Standard brokerage rate

Public Provident Fund, SIP & Mutual Funds

Invest in long-term savings instrument offering tax exemption on both Principal & Interest



Public Provident Fund

Eligibility

Resident Indians and individuals on behalf of minor

Deposit Amount

Minimum Initial Funding of INR 500. Minimum deposit on FY INR 500 and maximum deposit in FY INR 1.5 Lacs. Deposits in the multiples of INR 50

Interest Earned

Interest rate determined by GOI from time to time

Tax Benefit

Tax benefit up to INR 1.5 lacs u/s 80C

Period

Maturity period of 15 years. On maturity, option of extending in slab of 5 years



Systematic Investment Plans

When it comes to investing for your financial goals, your approach should be consisting patience and do not let minor setbacks derail you from your path of wealth creation.

Benefits

- Convenience at your fingertips
- You decide when, where & how much to invest.
- SIP helps investors become disciplined as money gets invested automatically at periodic intervals
- Automate your savings to achieve financial goals.
- Stay worry free of the market conditions.



Mutual Funds

Mutual Funds offer inflation-beating and tax-efficient returns. They offer complete control over your money and the freedom to invest as per your needs across different asset classes such as equity, debt, gold.

Benefits

- Let's you diversify your investments by investing in different asset classes
- Freedom to select amount/frequency
- Invest as per your goals
- Expert Fund Manager who manages your money
- Easy to track

Exclusive Benefits for LGBTQ+ Community



- Options to open a joint account with your partner
- Option to list your partner as a nominee
- Choice of using honorific Mx.
- Family health insurance for you and your partner from Tata AIG*
- Personalized debit card with Pride branding

**Take a seat.
With Pride.**
All identities welcome



Thank You

