



AXIS/CO/CS/327/2017-18

27th July 2017

The Assistant Vice President (Listing & Compliance)
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, "G" Block
Bandra-Kurla Complex
Bandra (E), Mumbai – 400 051

Attn.: Shri Avinash Kharkar

The Deputy General Manager (Listing)
BSE Limited
1st Floor, New Trading Ring, Rotunda Building
P. J. Towers, Dalal Street
Fort, Mumbai – 400 001

Attn.: Shri Bhushan Mokashi

Dear Sirs,

SUB: PRESENTATION – "AXIS BANK ACQUIRES FREECHARGE"

Further to our disclosure in terms of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, regarding Acquisition of Freecharge, please find enclosed herewith the Presentation with respect to the Deal Announcement – "Axis Bank acquires Freecharge".

You are requested to take note of above and arrange to bring the same to the notice of all concerned.

Thanking you,

Yours faithfully,
For Axis Bank Limited

Girish V. Koliyote
Company Secretary

Deal Announcement

Axis Bank acquires Freecharge

July 2017

Safe Harbor

Except for the historical information contained herein, statements in this release which contain words or phrases such as “will”, “aim”, “will likely result”, “would”, “believe”, “may”, “expect”, “will continue”, “anticipate”, “estimate”, “intend”, “plan”, “contemplate”, “seek to”, “future”, “objective”, “goal”, “strategy”, “philosophy”, “project”, “should”, “will pursue” and similar expressions or variations of such expressions may constitute “forward-looking statements”. These forward-looking statements involve a number of risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking statements. These risks and uncertainties include, but are not limited to our ability to successfully implement our strategy, future levels of non-performing loans, our growth and expansion, the adequacy of our allowance for credit losses, our provisioning policies, technological changes, investment income, cash flow projections, our exposure to market risks as well as other risks. Axis Bank Limited undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.

Digital payments in India are surging, with government policies driving a less cash economy

Digital Payments in India

Last 6 Months Growth Trend (by Volume) Across Channels, Mar'17 over Oct'16

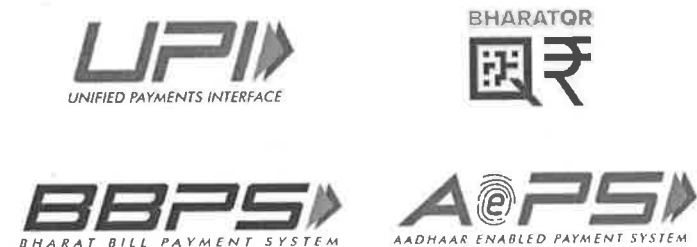


Government Policies are Supporting a 'Less Cash' Economy

Easing Authentication and Documentation



Enabling Inter-operability

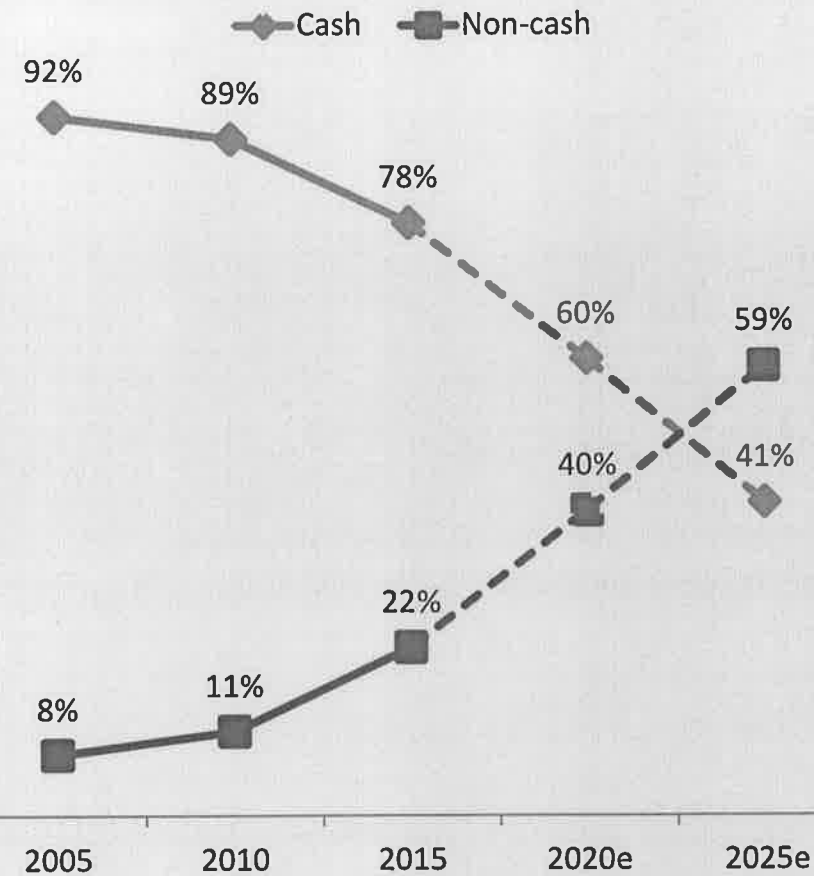


Non-cash payments continue to grow rapidly, driven by mobile

Mobile Payments² Volume
(Number of Transactions in billion)



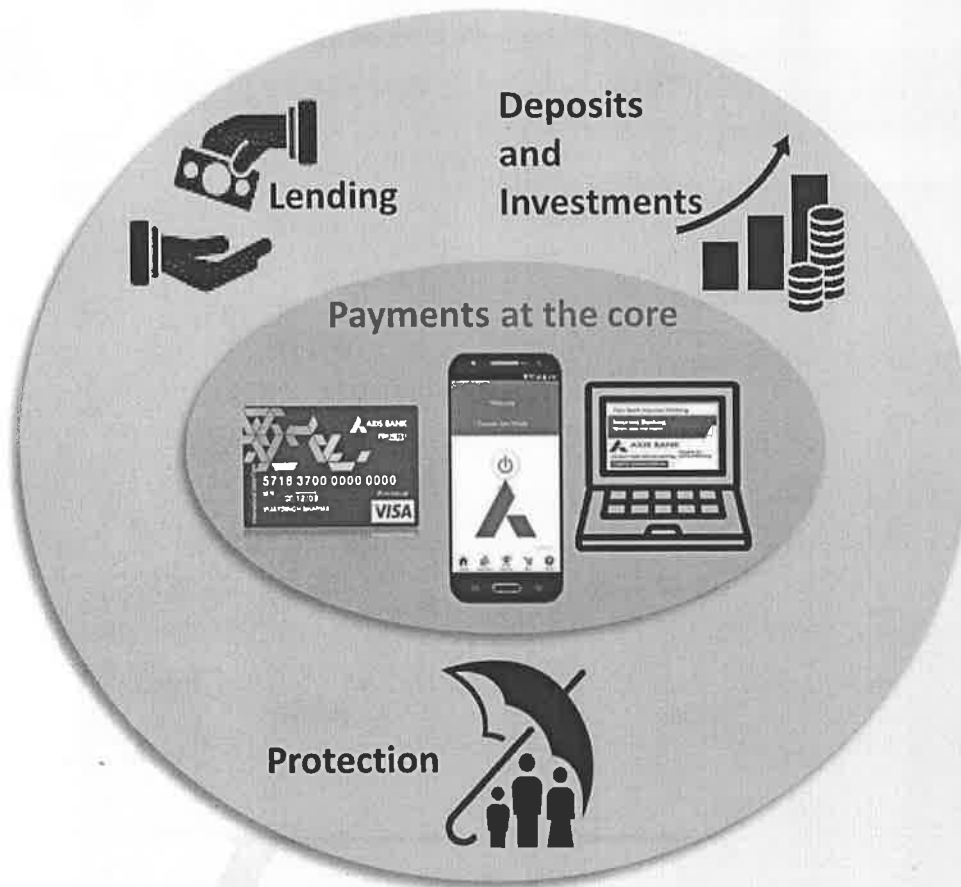
Some estimates have non-cash overtaking cash payments¹



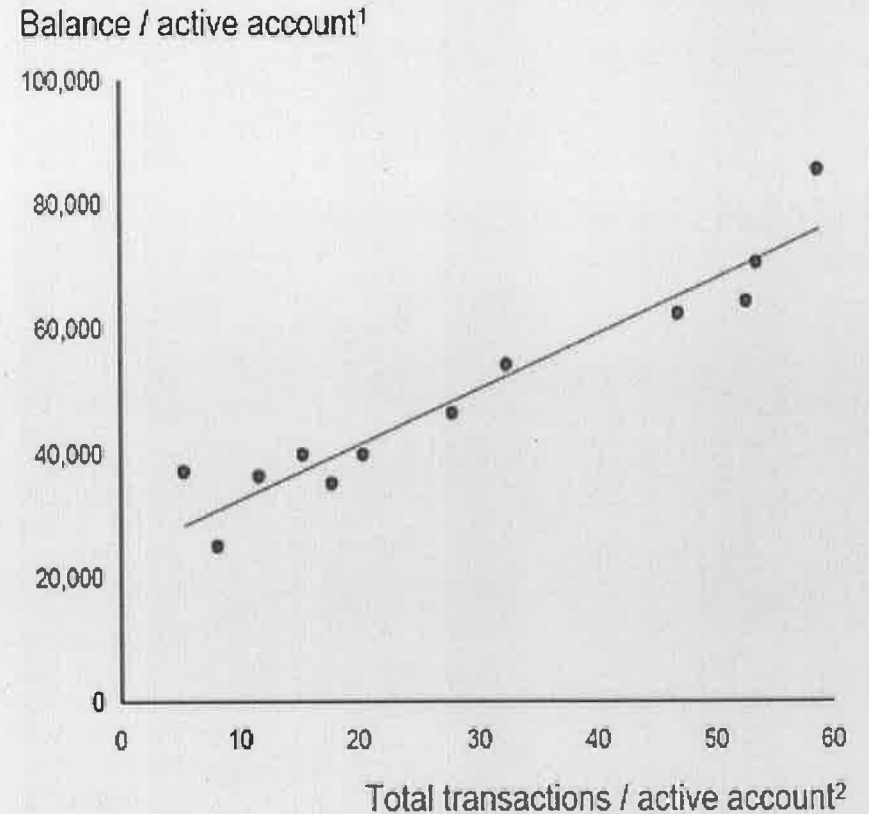
¹BCG Google, 'Digital Payments 2020', Jul 2016;

²Assocham, 'M-Wallet', Dec 2016. Mobile Payment is transfer of funds, where a mobile phone is involved in both the initiation and confirmation of the payment, in return of a good or a service (The payment may be processed by credit cards or debit cards)

Payments is at the core of Axis Bank's Retail Strategy



Higher transaction activity customers also retain higher balances



1 Analytics on Payment data enables lending, deposits and investments, and insurance cross-sell

2 Transactions drive balances and consequently revenue shares





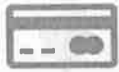





¹ Active account defined as accounts which have had a user initiated transaction in last 6 months (as of 31 Mar 2014)

² Total Transactions include: cash withdrawal, deposits at branch, cheque (inward + outward), and financial transactions over internet banking, mobile banking, POS machines, and ATMs / CDMs







Source: BCG FIBAC Study

Axis Bank has strong credentials in payments

Market leading position across digital payments

	Market Share ¹	Market Position
 Forex Cards	44%	
 POS	17%	
 Credit Cards	11%	
 m-Banking	10%	
 Debit Card POS	7%	

Leading innovator on emerging payment platforms

Recent Innovations	
	<ul style="list-style-type: none"> • Amongst the first to launch UPI • > 30 lakh downloads; 8.5 lakh VPAs across apps
	<ul style="list-style-type: none"> • Enabled for Credit & Debit Cards • > 63,000 registered cards
	<ul style="list-style-type: none"> • Axis OK: USSD / SMS-based app • Available in 6 languages
	<ul style="list-style-type: none"> • Kochi Metro: Automated fare collection system
	<ul style="list-style-type: none"> • BMTC: India's first prepaid transit card with shopping at > 13 lakh merchant outlets
	<ul style="list-style-type: none"> • FASTag: Electronic toll collection; implementing in >350 toll plazas

Strong Digital Penetration²

58% Digitally active³

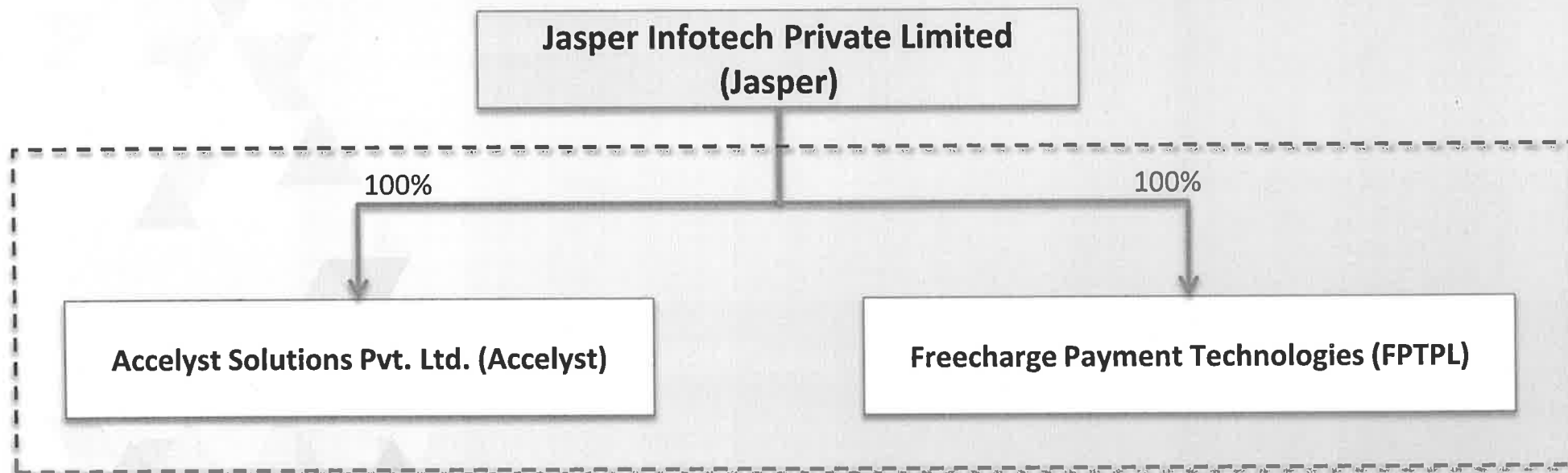
40% Only on Mobile App⁴

4.2x Mobile banking logins of internet banking logins

Source: RBI Statistics; Card Schemes

¹ By volume of transactions; Data as of Mar'17; ² As of Q1 FY'18; ³ Base is active bank customers; ⁴ Base is mobile banking customers

Axis Bank intends to acquire Freecharge, one of the top digital payments platforms in India



Axis Bank has entered into an agreement with Jasper to acquire 100% in Accelyst and FPTPL (together called “Freecharge”) through the share purchase route, subject to regulatory approvals

The acquisition helps Axis group augment our digital capabilities and execution capacity



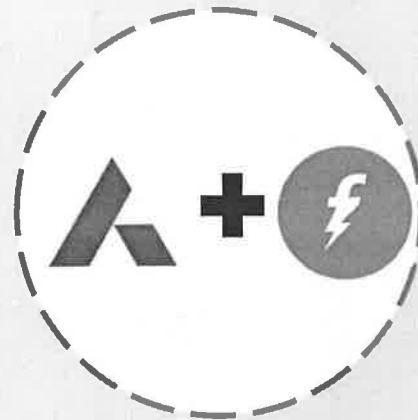
More than Doubles
Customer Base



Popular
Digital-only Brand



100% API based
Technology Stack



High Frequency
Use-cases

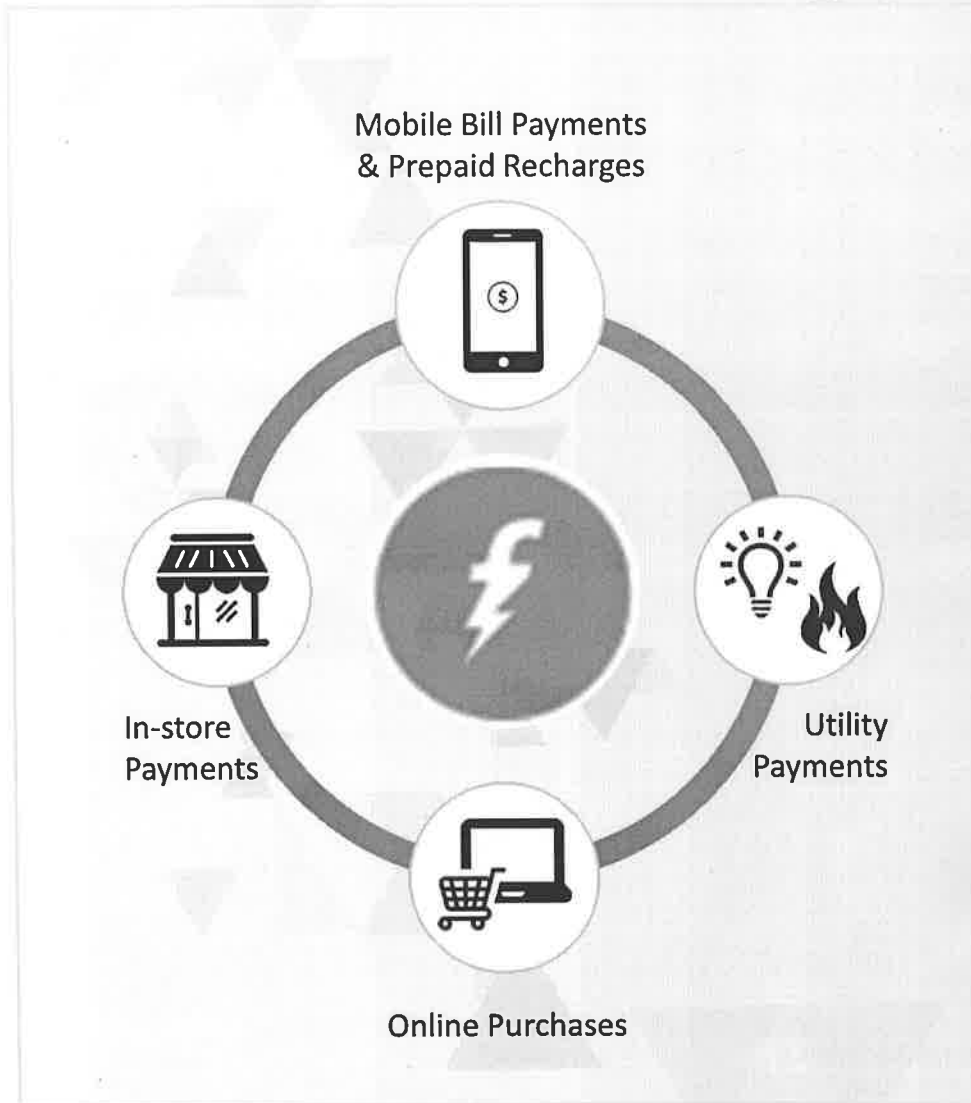


Digital
Distribution



World Class
Team with a
start-up mindset

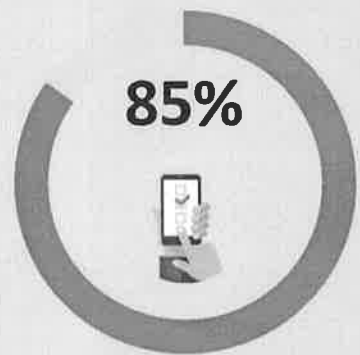
Freecharge is one of India's leading digital payments companies



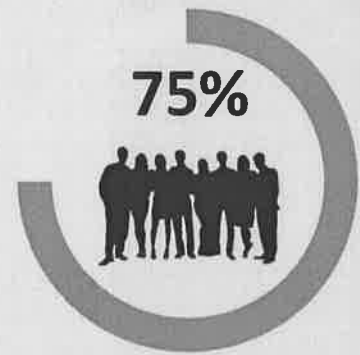
User base of 5.4 crore

GMV of INR 7,200 crore

23 crore transactions



Mobile Users



< 30 Years of Age¹

Data : As of Mar'2017, GMV and transactions for FY17
¹ Based on sample analysis

Freecharge will help entrench Axis in the digital payments landscape

1

Enhances our reach in a new customer segment ...



Digital Native



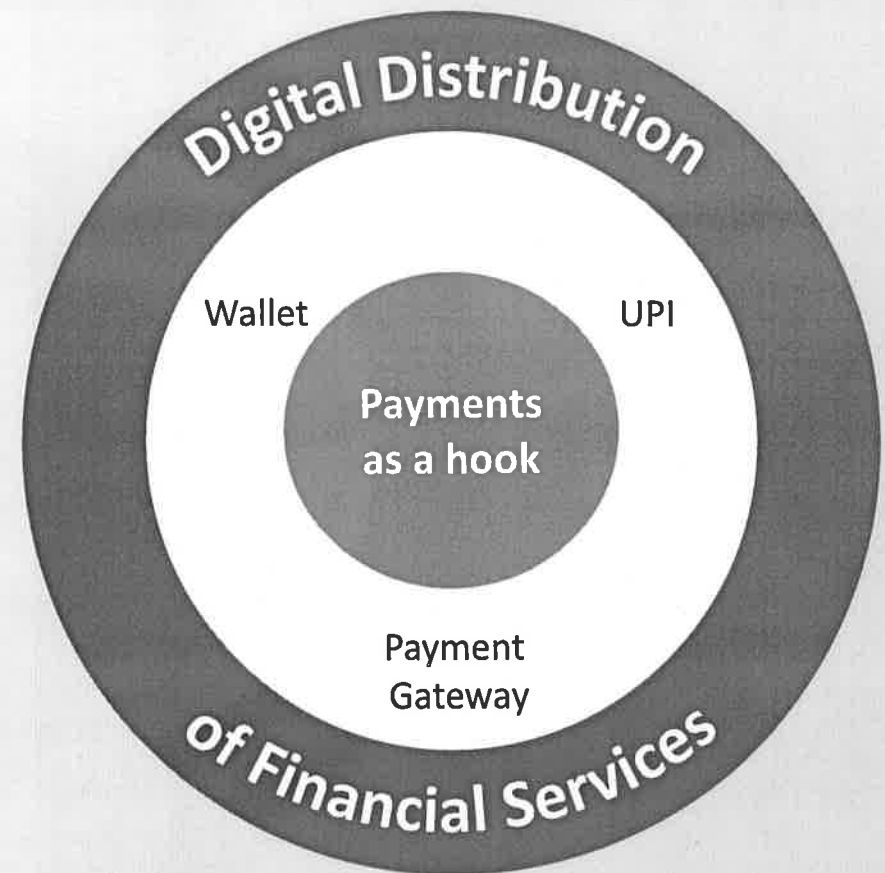
Mobile First



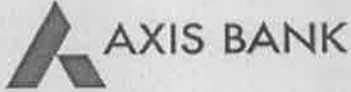

Predominantly Young

2

...and creates a platform for digital distribution



...and leapfrogs our digital journey by multiple years

	 AXIS BANK	 freecharge
SA Customers (crore)	2.0	
Wallet Customers (crore)		5.4
Merchant Terminals¹	4 lakh+	2 lakh+
Acquiring Throughput / GMV² (Rs crore)	67,000	7,200
Acquiring Transactions² (crore)	27.2	23.1

¹ Terminal Data for Axis as on Mar'17; ² Merchant Data for Freecharge (FY17)

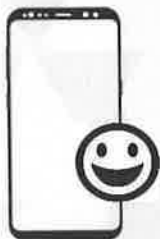
What do we intend to create through this acquisition?



**The agility of a Fin-tech company.
Backed by the strength of a Bank.**



And what does that mean for customers?



The appeal of a world-class payments app.

Backed by the trust of a Bank.



Thank You