



Dear Customer,

We, at Axis Bank, are committed to providing services of the highest standard to all our customers and treat all our customers with politeness, courtesy and respect at every interaction. Our satisfied customers constantly inspire us to further improve our services and raise the bar higher.

While we constantly endeavour to fulfil your requests and provide solutions acceptable to you, at times, mitigating circumstances may compel us to convey decisions or information that may not be to your entire satisfaction. We note with satisfaction that most of our customers understand our compulsions in such situations.

However, few customers react to such situations by resorting to provocative and unacceptable language or rude behaviour directed towards the management and officials of the Bank. The distress and trauma caused by such behaviour may adversely impact the morale and efficiency of the concerned officials, which in turn may compromise the level of service rendered to other customers. Accordingly, despite the acknowledged primacy that a customer commands in the service industry, we regret to inform that customers, who are found to be offensive in their interaction with us may be advised to close their entire relationship with Axis Bank.

Sincerely,

Axis Bank Ltd.