

Axis Bank unveils 'har raah dil se open' showcasing the power of 100k+ 'Dil Se Open' bankers

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Axis Bank, one of the largest private sector banks in India has launched the next chapter in its acclaimed 'Dil Se Open' campaign. This latest iteration, '*har raah dil se open*', pays tribute to the dedication of over 100,000 bankers who work tirelessly to deliver exceptional customer experiences. Emphasizing a relationship oriented customer-first approach to banking in an era of transactional banking, the campaign reaffirms Axis Bank's values of warmth, empathy, kindness, and openness, central to its 'Dil Se Open' philosophy, first introduced in 2019.

From Gen Z's digital-first preferences to the specific requirements of Bharat and urban communities, the 2024 campaign showcases how the Bank's core values adapt to meet changing dynamics. The new campaign, '*har raah dil se open*' is brought to life through five films, each focused on distinct customer segments: *salaried, senior citizens, entrepreneurs, high-net-worth clients, and customers in Bharat*. These films showcase how Axis Bank employees are committed to supporting diverse financial needs and aspirations across the Bank's extensive network of 5,577 branches. This campaign also celebrates Axis Bank's strengthened workforce, with the addition of colleagues from the Citi integration, enhancing its capacity to meet diverse customer needs.

Speaking on this announcement, Rajiv Anand, Deputy Managing Director, Axis Bank said, "We have always been an institution rooted in our values. This, combined with our unwavering commitment to customer-centricity, forms the cornerstone of our unique value proposition. As we navigate an ever-changing and challenging business environment, we are confident that no matter how the landscape changes, an organization that puts the consumer first will always be relevant."

Commenting on the campaign, Anoop Manohar, Chief Marketing Officer, Axis Bank said, "Our 'Dil Se Open' campaign, '*har raah dil se open*', is a celebration of the values that shape our Bank and drive every employee's commitment to our consumers. At Axis Bank, we believe that banking isn't just about transactions; it's about human connections. Many of our bankers work behind the scenes to make an impact on our customers' lives. In a world where technology often takes center stage, we believe it's our people who make all the difference."

As the banking sector continues to transform and customer expectations evolve, Axis Bank's 'Dil Se Open' philosophy reinforces the belief that meaningful human connections are at the heart of an exceptional customer experience.

The campaign was conceptualized by Lowe Lintas and will run across television, digital platforms, and social media.

To view the campaign films, please click on the appended link: https://youtube.com/playlist?list=PLfpiltb3IWvugGdlVr7Yquuc3bhgOf2RJ&si=wE4MZ_o_xyKVno4h