

# Live your success

Presenting the

## **PRIORITY** Banking Program

Beyond just a banking upgrade,  
it's a life upgrade

### Banking excellence coupled with the finest life experiences



#### Unlock the best of Taj, SeleQtions and Vivanta Hotels with a complimentary Epicure Membership\*

- 25% discount on Food and Beverage - Dine-in & Takeaway
- 20% discount on Spa Treatments - At Jiva Spas across participating hotels
- 20% discount vouchers on Stays\*\*

\*Qualification for Epicure Membership is based on achieving set milestones. For details, please visit [axisbank.com/priority](http://axisbank.com/priority).  
\*\*On Best Available Rate via one time use vouchers; across hotels in India including Taj Palaces & Taj Safaris.

#### Complimentary Axis Bank CLUB VISTARA Forex Card

- Complimentary CLUB VISTARA membership
- Earn 3 CV Points for every \$5 spent\* (or equivalent) and load up to 16 currencies
- Load over \$2500 and get ₹500 food and beverage voucher^



\*Club Vistara Points can be redeemed with Airline Partners for Award Flights & Upgrade Awards. ^Redeemable at select international airport outlets.



#### Comprehensive Health Insurance from Aditya Birla Health Insurance Co. Limited

- Up to ₹1 Crore sum insured for you and your family at an attractive premium^
- No capping on room rent, ICU or specific diseases
- Stay active and earn HealthReturns™ of up to 30% of premium

^T&C Apply. Aditya Birla Group Activ Health Insurance is not a default product feature under Priority Program. The Customers may choose to enroll voluntarily into the Group plan taken by the Axis Bank as per their interest/ needs. The purchase made by bank's customer of any insurance products is not linked directly or indirectly to avallment of any other facility from the bank. The enrolment into the plan and the Benefits offers are as per the terms and conditions of the Policy issued by ABHIC. Premium is to be borne by the customer and coverage of the plan is available only within India (including for NRIs). This group policy has been issued by Aditya Birla Health Insurance Co. Limited for benefit of the customers of AXIS Bank Ltd. For more information, please contact nearest branch or visit Axis Bank Website.

For more details on risk factors, terms and conditions please read terms and conditions carefully before seeking enrolment into the Group Policy. For more details on terms and conditions on policy features and benefits available, kindly visit the Axis Bank Website at [axisbank.com/abhi](http://axisbank.com/abhi). Aditya Birla Health Insurance Co. Limited. IRDAI Reg.153. CIN No. U66000MH2015PLC263677. Product Name: Group Activ Health, Product UIN - ADIHLGP21134V022021, Advertisement UIN - ABHI/LF/21-22/4007. Address: 9th Floor, Tower 1, One World Centre, Jupiter Mills Compound, 841, Senapati Bapat Marg, Elphinstone Road, Mumbai 400013. Email: [HYPERLINK](mailto:HYPERLINK) [mailto:care.healthinsurance@adityabirlacapital.com](mailto:mailto:care.healthinsurance@adityabirlacapital.com) [care.healthinsurance@adityabirlacapital.com](mailto:care.healthinsurance@adityabirlacapital.com), Website: [adityabirlahealthinsurance.com](http://adityabirlahealthinsurance.com), Telephone: 1800 270 7000. Trademark/Logo Aditya Birla Capital is owned by Aditya Birla Management Corporation Private Limited and Trademark/logo HealthReturns, Healthy Heart Score and Active Dayz are owned by Momentum Metropolitan Life Limited (Formerly known as MMI Group Limited). These trademarks/Logos are being used by Aditya Birla Health Insurance Co. Limited under licensed user agreement(s). AXIS Bank (IRDAI Reg. No: CA0069) is a Corporate Agent of Aditya Birla Health Insurance Co. Limited.

## Best of banking services and solutions

### Enjoy benefits up to ₹2000 per quarter via **EDGE REWARD** Points

Redeem them against our range of premium brands like Uber, Van Heusen, Puma & many more

### Exciting Cashback offers with **GRAB DEALS**<sup>1</sup>

Get up to 20% Cashback or 40X Reward points via GRAB DEALS on 50+ top brands such as Flipkart, Amazon, Samsung, Croma & more



**Extend Priority Account benefits with up to 6 family members while collectively maintaining the program eligibility**



**Dedicated Relationship Manager**  
Also contactable via the Mobile App



**Up to 50% discount on locker rent annually**  
Discount on locker rent is basis locker size

### Complimentary **PRIVILEGE** Credit Card<sup>\*</sup>:

- Welcome benefits worth ₹2500\*\*
- 8 complimentary access to select lounges at domestic airports in a year
- Spend ₹2.5 Lakhs and above annually and get:
  - Double the benefit by redeeming your earned **EDGE REWARD** Points on select brand vouchers worth twice the value i.e. ₹5000\*\*
  - Annual fee waiver

### UCare Health Benefits<sup>\*</sup>:

- 1 Complimentary full body Health Check up
- Unlimited general physician tele- consultations
- 3 Complimentary 24x7 Emergency Doctor consultations
- Hospital cash cover up to ₹ 10,000; Maximum of ₹ 1000 per day for a maximum of 10 days
- 30% discount on health check-ups after the complimentary health check-up

<sup>\*</sup> Terms and Conditions apply

### Complimentary **PRIORITY** Debit Card:

- 8 complimentary access to select lounges at domestic airports in a year
- 25% discount on movies on BookMyShow (Max ₹350/month)

### Value Added Solutions

- **Business Solutions**
  - Choose from a range of Current Account variants and enjoy flexibility of balance maintenance across program eligibility criteria
  - User friendly Digital Banking options and a host of allied products like Swipe Machine, Cash Management Solutions & more
- **Solutions for Senior Citizens<sup>2</sup>**
  - Higher FD rates, up to 20% off at select diagnostic centers across India and up to 15% off across 4000+ Apollo Pharmacies
  - Complimentary membership to the Silver Linings Program providing benefits such as; 6 months Sony Liv membership, Up to 30% discount on Healthcare services from Portea at the comfort of your home; TRAVEL EDGE benefits and much more
- **Exclusive benefits on Axis Direct<sup>3</sup> account**
  - Zero account opening fees on Demat & Trading Account
  - 25% discount on Demat AMC of Rs. 750 for subsequent years

<sup>\*</sup>Privilege Credit Card is complimentary for first year with joining fee waived off. Annual fee from second year onward will be waived off basis spends.

<sup>\*\*</sup>Redeemable via **EDGE REWARD** Points only against select multi-brand vouchers across Travel & Lifestyle brands.

## Open a **PRIORITY** Account digitally in 4 simple steps with video KYC<sup>2</sup>

To open an account online visit [axisbank.com/priority](https://axisbank.com/priority)

### Flexible program eligibility criteria to suit your requirements

**Priority Savings Account customers** should maintain an Average Monthly Balance (AMB) /Total Relationship Value (TRV) from below options:

AMB of ₹2 Lakhs in Savings Account	OR	AMB of ₹4 Lakhs across Savings and Current Accounts	OR	TRV of ₹15 Lakhs across Savings Account, Current Account, Term Deposit and Mutual Funds	OR	TRV of ₹50 Lakhs across Savings Account, Current Account, Term Deposit, Mutual Funds and Demat Account holding value
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**Priority Salary Account customers** should be receiving a net monthly salary  $\geq$  ₹1 Lakh every month

**NRI Account customers** can also receive Foreign Inward Remittance of at least ₹20 Lakhs in Axis NRI Savings account through Wire transfer or Remit Money in last 12 months

Connect with our support team directly for your banking requirements via Phone Banking: **18604195555 / 18605005555**  
For details please visit @ [axisbank.com/priority](https://axisbank.com/priority)

NRI customers can open their account @ [axisbank.com/NRIOnlineApplication](https://axisbank.com/NRIOnlineApplication)  
NRI customers can access 24x7 International toll-free numbers @ [axisbank.com/NRIphoneBanking](https://axisbank.com/NRIphoneBanking)

Please visit <https://www.axisbank.com/disclaimer> for all Axis Bank related disclaimers. All benefits and offers mentioned in the document are subject to terms & conditions and are also subject to change. For details, please check benefits and T&Cs at [axisbank.com/priority](https://axisbank.com/priority). T&C Apply. Select benefits are applicable on maintaining program eligibility criteria.

<sup>1</sup>Offers applicable only on Axis Bank Cards, please visit [grabdeals.axisbank.com](https://grabdeals.axisbank.com). In case of NRI customers, GRAB DEALS offers are applicable only for NRO accounts.

<sup>2</sup>Not applicable to NRI customers. Qualification to Sony Liv membership is based on achieving set milestones. For details, visit [axisbank.com/silver-linings-program](https://axisbank.com/silver-linings-program)

<sup>3</sup>Axis Direct is brand of Axis Securities Limited, a subsidiary of Axis Bank. Images are for representational purposes only. Eligibility Criteria is subject to change at Bank's discretion.