

RBI kehta hai, *Axis Bank nibhata hai*



At Axis Bank, your safety continues to be our highest priority.

To ensure you enjoy a secure and worry free digital banking experience and in line with the Reserve Bank of India (RBI) directive, we have implemented the following measures.



Standardized IDs for communications

Customers should always check the sender's identity to avoid fraud. Scammers often impersonate banks, government authorities, or trusted organisations to trick you into sharing sensitive information. Always confirm that communications are genuine before responding.

SMS headers

▶ **AXISBK-S** (Service)

▶ **AXISBK-T** (Transactional)

▶ **AXISMR-P** (Promotional)

Email IDs

▶ **alerts@axis.bank.in**
(Transactional)

▶ **cc.statements@axis.bank.in**
(Credit card communications)

▶ **info@digital.axisbankmail.bank.in**
(Promotional)

Domain upgrade for enhanced protection

Our official website has now moved from **.co.in** to **.bank.in**. Always check and ensure that the URL ends with **.bank.in** before you log in.

Recognise the call: New 1600 calling series

For your safety and to help prevent fraud, service-related calls and calls from your Axis Bank Relationship Manager will only come from numbers starting with **1600**.

Please note that service-related calls from other teams may still come from different numbers.

Easy way to resolve your grievance

You can share any complaint or issue directly with us through the official **Axis Bank website**.

Transparent & trusted resolution

Complaints that are partly or fully denied by the Bank will now be reviewed through an internal oversight mechanism to ensure a fair and transparent resolution.




Our commitment for resolution of your Issues

Please submit your complaint through the designated channel. If it remains unresolved or you are not satisfied with the response, you may escalate it to the next level.

- ▶ **Level 1** : Branch, email, chat, call, social media
- ▶ **Level 2** : Central Nodal Officer and Nodal Officer
- ▶ **Level 3** : Principal Nodal Officer
- ▶ **Level 4** : Banking Ombudsman

Many channels, one seamless experience

Access your accounts and check balances or transactions through any of our convenient channels - Mobile Banking App, **open**, Internet banking, WhatsApp banking, SMS banking, phone banking, Axis Bank Support Website, Axis Aha!  chatbot, or by visiting your nearest branch.

Use SMS banking

Stay in control at all times. Simply send the required keywords to **+919951860002** or **56161600** from your registered mobile number to receive instant updates.

Automatic retry for undelivered service SMS

If an SMS cannot be delivered due to network, handset, or operator issues, the system automatically retries after 15 and 30 minutes.

Service continuity assurance - OTP failure notifications


If an OTP message fails, an informational SMS is still sent to keep customers informed and to reduce drop-offs.

One inclusive banking experience

Axis Bank is committed to offering equitable and inclusive banking for customers with disabilities, by ensuring that all physical branches and digital platforms are designed to be fully accessible.




- **Immediate action. Instant protection. Block cards and accounts**

You can instantly block your cards, freeze accounts, or raise UPI-related queries through SMS banking, call centres, Axis  chatbot or the Axis Bank Support Website.

- **Report frauds & disputes**

Use the instant reporting journey available on the Axis Bank Support Website to quickly raise fraud or dispute cases.

- **Support at your fingertips**

Visit the Axis Bank Support Website—your one stop-self service platform for all queries and requests. Our 24×7 digital chatbot Axis  is available across all channels to help you anytime.


- **Visibility at every step: Use the deliverable tracker**

Easily track your debit/credit cards, welcome kit, FD receipts and cheque books on the Axis Bank Support Website.

- **Track service requests**

Monitor the real time status of your service requests on the Axis Bank Support Website.

- **Your language, our support**

▶ Experience support in 9 regional languages on the Axis Bank Support website, with  chatbot assistance available in 3 languages.