

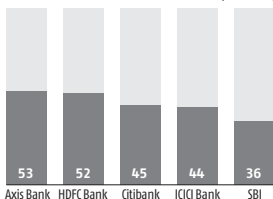
# AXIS BANK MOBILE APP TOPS OTHER BANKS: FORRESTER

The mobile application of Axis Bank, the country's third largest private sector lender, has fared better than other mobile banking applications, says a Forrester report. The applications were rated on the basis of range of touch points, enrolment and login, account information, transactional functionality, service features, cross-channel guidance, and marketing and sales. Though the apps score well on other parameters, they lag in marketing and sales and servicing features. The report said the country's smartphone base increase from about 220 million in 2014 to 870 million in 2019, thus giving a boost to mobile banking. Here's how the apps fared:



## BANKS' OVERALL SCORES

(out of 100)



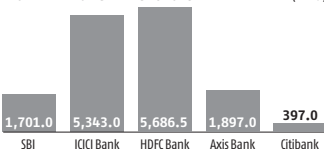
## BANKS SCORED BY CATEGORY

(out of 100)

Bank	Axis Bank	HDFC Bank	Citibank	ICICI Bank	SBI	Average
Range of touch points	83	98	98	93	83	91
Enrolment and login	68	38	30	70	0	41
Account and money management	65	54	46	40	36	48
Transactional features	79	45	55	40	53	54
Service features	9	28	21	14	24	19
Cross-channel guidance	19	56	6	19	0	20
Marketing & sales	8	18	3	5	0	7

## MOBILE BANKING TRANSACTIONS IN APRIL

(in ₹ cr)



## KEY DRIVERS FOR MOBILE PAYMENTS

- Smartphone adoption and 3G/4G penetration
- IMPS enabling low-cost provisioning of infrastructure
- User-friendly application increasing convenience and ability to use

## FEATURES & SERVICES

SBI	ICICI Bank	HDFC Bank	Axis Bank
Over 13 transactions allowed	Over 100 transactions allowed	Over 75 transactions allowed	Over 60 transactions allowed
Allows fund transfer, bill pay, cheque book request	Allows booking of movie tickets; can manage demat account	Allows to apply for loan; customisable menu, can access demat and mutual fund accounts	Can apply for loans, cards; can switch off card temporarily; can locate ATMs/offers
Going to launch mobile wallets	Mobile wallet Pockets comes with a physical shopping card; can also open accounts	PayZapp app allows one to link one's card, shop and pay bills	With PingPay, one can send or ask for money via WhatsApp, Facebook, Twitter, e-mail or SMS