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From Little Wishes to Bigger Celebrations: Shahid Kapoor Brings Axis Bank and Visa's 'Iss Festive Season, Har Khushi Ko Banao Badi' to Life

Chennai, 24 Oct 2026: Axis Bank, one of the largest private sector banks in India, in partnership with Visa, today unveiled its festive campaign under 'Dil Se Open Celebrations 2026', bringing alive the thought 'Iss festive season, har khushi ko banao badi'. Anchored in the ethos 'This festive season, make your celebrations bigger', the campaign celebrates the instinct to make every festive moment more special for the people who matter, reimagining everyday wishes through a distinctive creative world.

The campaign unfolds through a distinctive narrative featuring Shahid Kapoor and a little girl whose magical doll house brings her wishes to life. Each time she places an object inside it, the object appears in the real world, turning imagination into reality. Shahid Kapoor, with his Axis Bank Visa Credit Card, enables these transfor mations. The dollhouse serves as a metaphor for the dreams and aspirations that take centre stage during the festive season , capturing how small wishes can grow into something more meaningful.

The creative idea builds on Axis Bank's 'Dil Se Open' philo sophy and its commitment to enable customers through relevant financial solutions and rewarding experiences. This year, Axis Bank and Visa come together to extend that philo sophy into the festive season, bringing together engaging storytelling with tangible value for customers.

Extending the proposition from the screen to the shopping experience, Axis Bank and Visa are bringing customers 100+ offers across electronics, mobiles, travel, lifestyle and other categories. The festive proposition extends across leading brands, including L G , Samsung and Sony in electronics; Burberry, Boss, COACH, Tory Burch in shopping and lifestyle; MakeMy Trip, ixigo and Air India in travel; and vivo , OPPO in mobiles, among many others. Eligible Axis Bank Credit Card holders on the Visa network can access discounts, and EMI benefits, including up to 20% off on Credit Card purchases and EMIs*.