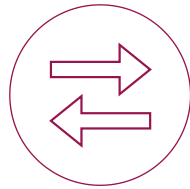# Digital Banking 2.0

Axis Capital India Financials Conference

May 2022
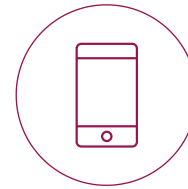
India's **Best** Digital Bank

AXIS BANK

BEST BANK AWARDS 2021 ASIAMONEY
BEST DIGITAL BANK INDIA

ASSET ASIAN AWARDS 2021 THE Asset DIGITAL AWARDS

IDC FIIA 2022
Financial Insights Innovation Awards

ASSOCHAM
Celebrating 101 Years
National E-Summit & Awards

15%
Market share in UPI transactions[1]

14%
Market share in Mobile transactions[1]

4.6
App ratings
(Apple store & Google Play store)

1.   In terms of volumes for FY22

Digital Banking

D2C products	**91%** Digital transactions^^	**78%** Credit cards issued** (FY22)	**70%** New SA acquisition*	**68%** Fixed deposits opened (FY22)	**46%** PL disbursed**	**46%** New MF SIP sales (FY22)	**4.6** Mobile App ratings
Transformation	**250+** Services on digital channels	**15%** Market share in UPI (FY22)	**14%** Market share in mobile (FY22^)	**76%** Digitally active customers(Q4FY22)	**99,500+** Staff on BYOD~	**1000+** Automated Processes (IA)	**300+** Employee tool Journeys
Capabilities	**1500+** People dedicated to digital agenda	**350+** In-house development team	**76%** New hires from non-banking backgrounds	**PB** Scale big data Hadoop clusters	**40+%** Lift of bank credit model GINI scores over bureau	**55+** Apps on cloud	**Agile** Enabled teams with CI/CD, micro-services architecture

~5.6 Mn Non Axis Bank customers using Axis Mobile & Axis Pay apps

28% Contribution of Known to Bank (KTB) channels to overall sourcing of Cards (in FY22)

*Digital tablet based account opening process for FY22   ^RBI data for 11MFY22

^^Based on all financial transactions by individual customers in FY22   ** through phygital and digital mode in FY22

~Bring your own device enabled for staff and outsourced team

3

Digital leadership and technology driven transformation are key pillars of our GPS strategy

AXIS BANK

| 1 | Strengthen the organizational core and quality of our balance sheet significantly |

| 2 | **Invest in technology capabilities to deliver on our Transformation plans** |

| 3 | **Act with relentless focus on making Axis digital** |

| 4 | **Build granularity across all our business segments to drive sustainable growth** |

| 5 | Deliver strong operating performance with improvement in return metrics |

| 6 | Create significant value among our key subsidiaries |

Our digital strategy is aligned with our GPS strategy

AXIS BANK

A — Reimagine Customer Proposition

- **Digital-first products** embedding design thinking
- **End-to-end simplification** of customer journeys
- Banking services **integrated across partner ecosystems**
- **Omnichannel experience to differentiate** customer experience and **hyper personalization**

B — Transform the Core

- **Ops excellence** & institutionalization of data & tech enabled operating rhythm
- **Twin-engine approach** to build digital stack and **modernize** the **core**
- **Modular, resilient technology** with **Cloud first** architecture
- **Proprietary in-house capabilities** for accelerated design and go-to-market
- Next gen **cyber security capabilities**

C — Build Future-ready Capabilities

- **Data architecture 3.0;** moving beyond analytical models to **data engineering**
- Integrating **alternate, unconventional data** for **risk-moderated growth**
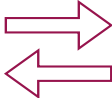- **Digital workforce** for digital consumers
- Creating a **cutting edge**, **future ready workspace 2.0**

The OPEN philosophy underpins everything we do

O — **0-based redesign;** customer centric, design led and 0-operations

Playbook for agile, customer centric design for all teams to collaboratively **change the Bank**

P — Proprietary **in-house capabilities**

Building in-house capabilities on different elements such as design, experience centre, agile and AI centres-of-excellence among others

E — **Ecosystems capable**; built for all Axis and partner channels

Dedicated Partnerships team and **market beating API strategy** to deliver the open ecosystems proposition

N — **Numbers, Numbers, Numbers**: Impact led and **metrics driven**

Organization-wide thrust on **identification and tracking** of **outcomes** as well as input metrics to **drive Impact**

- Initiatives across **all customer segments** (retail, commercial, and corporate) and **employees**
- **Impact** targeted across different stages of the **customer lifecycle** (acquisition, cross-sell and up-sell, lifecycle management and risk management)

We are working on 30+ initiatives to execute our digital strategy

	Acquisition	Cross sell / Up sell			Lifecycle management			Risk management		

Retail liabilities
- **LEAP**: Digital journey for CASA opening
- Partnerships for SA acquisition
- NTB acquisition for FDs

Cross sell / Up sell: Pre-approved and e2e digital journeys for Bank and third party products: MFs, Digital Gold, Forex, PFM, credit cards, PL

Lifecycle management: Archetype based personalized automated journeys for priority segment

Retail assets
- **Maximus**: OD FD, Auto loans, Personal loans
- Buy now Pay later, Home loan
- Acquisition partnerships: GPay, Freecharge and many more expected

Cross sell: Outward remittance on mobile app; Buy now, Pay Later

Lifecycle: Lifecycle management of all products on mobile app

Payments & Cards
- Partnerships with Flipkart, Airtel and SpiceJet
- **Maximus**: Axis led acquisition
- End to End Digital Issuance of Cards

Cross sell: **Olive**: Convert to EMI, CLI, card upgrade, instant loan

Lifecycle: **Olive**: Convert to EMI, CLI, card upgrade, instant loan; Card partnerships: Flipkart Card console

CBG
- Digital CA acquisition
- Digital Business Loan
- Lending on informational collateral: GST, POS
- **Sankalp**: Technology led sales effectiveness

Sankalp: Technology led sales effectiveness and credit process transformation

Corporate
- **Project Neo**: Journey re-imagination, nudges on the platform for product recommendations, enhanced API proposition and partnerships with Neobanks, aggregators etc. and SCF platform revamp
- GCG initiatives: e-NAM, e-freight, e-tendering & e-auction, GeM procurement

Risk: Credit process automation to reduce TAT

Internal employees
- **Siddhi**: Analytics based tool for sales and managerial effectiveness to enable meaningful customer conversations
- Digitally assisted journeys for sourcing via tab: Acquisition, cross-sell and upsell (on-KYC), enabled by BYOD
- **Sankalp**: Reimagined loan origination and credit process simplification along with tools data and digital for sales force effectiveness

Lifecycle: Branch of the Future; **Saksham**: branch portal for servicing; Digitally assisted journeys for employees across onboarding, Covid Support, and day-to-day transactions

Risk: Digitally assisted journeys to support collections: App that enables geo-tagging, route planning, prioritized lists

Vertical labels:
- Grab Deals: e-commerce marketplace
- Thanos: Insurance marketplace
- Branch of the Future
- Mobile and Internet Banking
- **Managing Ops risk**: Early alignment with ctrl functions, fast track processes; and **Tech risk**: Controlled and automated testing
- : Alternate data for customized credit and fraud models
- Digital Collections initiatives: Recalibrated for the Test and learn post COVID normal

Each of these journeys is further transformed based on the OPEN philosophy

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AXIS BANK

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Digital is an important customer acquisition engine for the Bank, which continues to achieve scale

	Product	Where we were (Sep '21)	Latest update (Mar' 22)	
Deposits	**Video KYC enabled Savings Accounts (non salaried)***	**20%** [2]	**24%**	⬆
	Video KYC enabled Current Accounts (individuals)	**~20%** [2]	**29%** [1]	⬆
	Fixed Deposits (for existing and new customers)	**67%** [3]	**68%** [1]	↔
Assets	**Personal Loans**	**55%** [4]	**46%** [1]	⬇
	Physical disbursements in H2 picked up significantly while H1 was impacted by Covid			
	Credit card	**77%** [4]	**78%** [1]	↔
	Credit Card – EMI conversion	**71%** [3]	**71%**	↔
Investments	**Mutual Funds (new SIP sales)**	**48%** [2]	**46%** [1]	↔
	Public Provident Fund	**95%**	**95%** [1]	↔

[1] FY22   [2] Q2FY22   [3] H1FY22   [4] through phygital and digital mode in H1FY22
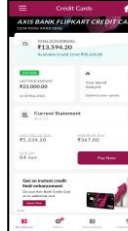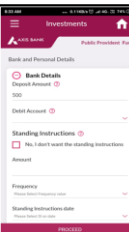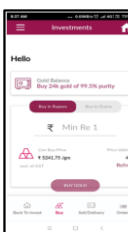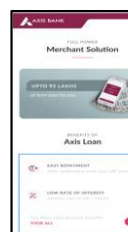
*excluding NRIs, Government and trust accounts

We continue to introduce and scale new products driven by our *zero-based redesign philosophy*

AXIS BANK

Our product portfolio

Deposits	Investments & Insurance	Loans & Cards

Saving Accounts | Current Accounts | Mutual Funds | General Insurance | Personal loan | Credit cards

Fixed Deposit | PPF | Forex card | Life Insurance | GST based business loans | Auto loans

New launches

Buy Now Paylater | GrabDeals | Cards lifecycle | Auto loan

Digital PPF | Digital Gold | Merchant Cash Advance | CA Sole Proprietor

0-operations based redesigned journey with customer at the centre, minimum to no data entry and all checks done by machines with automated underwriting

Buy Now Pay Later on Freecharge
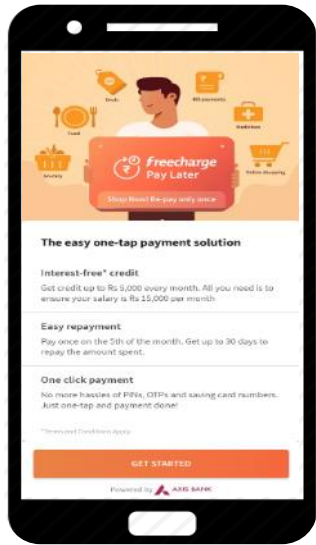
Customer clicks on paylater banner and can view details
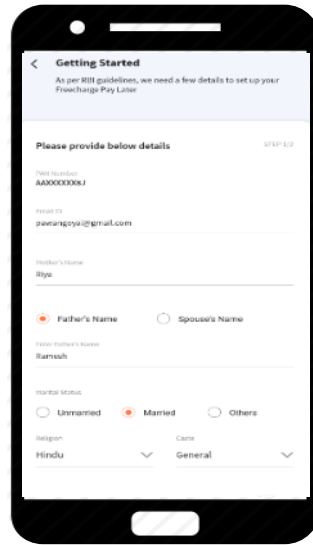
Customer provides basic personal details
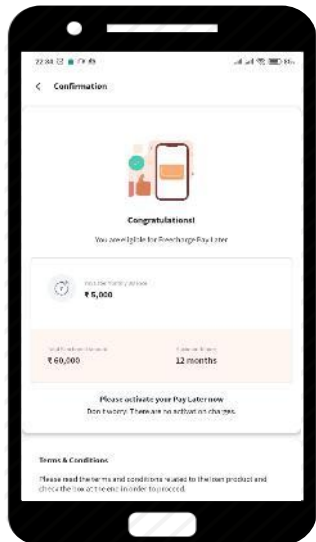
Customer is shown offer and Terms and conditions
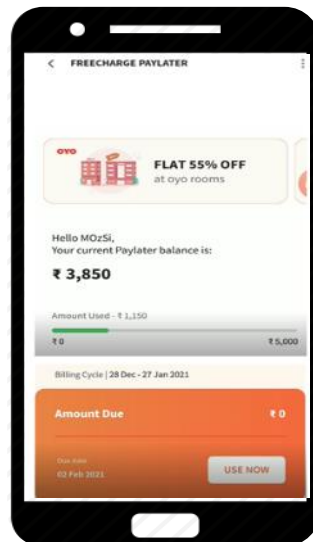
Customer can view remaining and utilised limit at anytime

O Insta onboarding, decisioning & activation – all in **3 steps in less than 3 minutes**
Also available for new-to-Bank customers

P Launched on the **Bank's proprietary Jarvis loan management platform**

E Built in partnership with Freecharge – can be plugged in other platforms too

N **50%** growth in GMV QOQ
7L+ transactions done by the Paylater customers in Q4FY22
70% M1 retention in Q4FY22

Buy Now Pay Later on Freecharge | Developed on 'Jarvis': our in-house developed, cloud native, API oriented lending platform
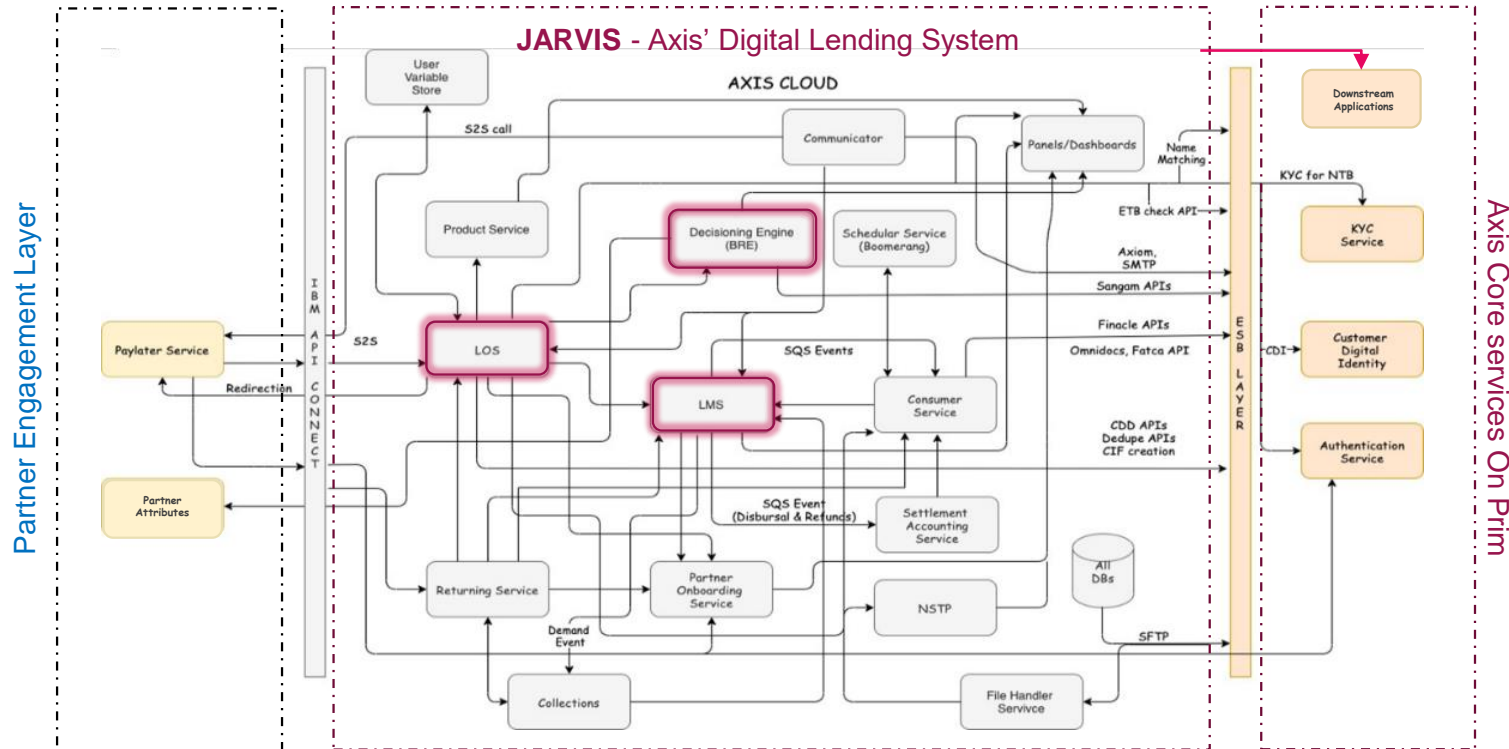
New-age Loan Management System

- Supports small ticket, small tenor, limit/loan, multiple interest rate/fee structures
- 100% digital journeys – No manual intervention

Custom built, Cloud native, API oriented

- Built, managed, run inhouse
- Built for partners
- Modular, loosely coupled
- 100% on AWS

Scalable and Customizable

- CI/CD in place with best practice AWS tools (externally recognized)
- Custom built BRE – Runs multiple policies
- All forms of KYC supported

Integrated with downstream systems

- Collection & recovery
- Statutory & regulatory reporting
- Financial reporting

Leap | Digital Savings Account onboarding
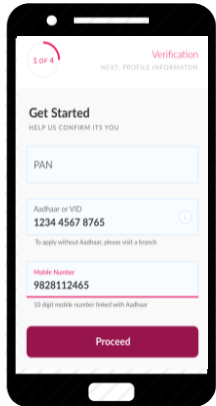
After choosing from 5 SA variants, Customer shares Aadhaar, PAN and mob number for EKYC
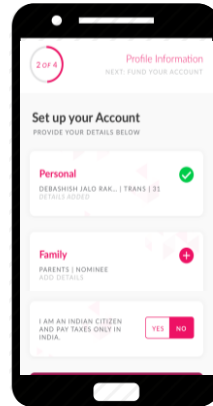
Customer provides personal, family and address details
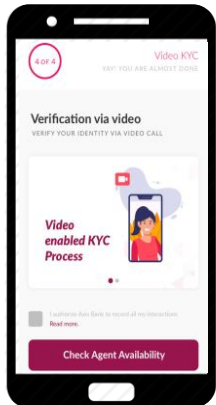
After successfully initiating VCIP, customer makes payment for Initial Funding
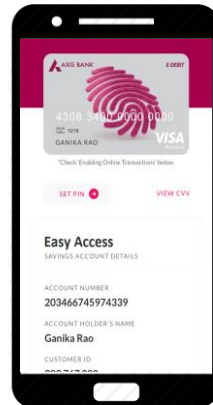
Account and Virtual Debit Card details are displayed and shared on email

O — **Mobile first**, customer driven design with higher flexibility on schemes vs. peers

P — Axis Bank's **first application** to be **hosted completely on the Cloud**

E — Designed to scale with **micro-services** at each step that cater to all other VCIP applications as well

N — **~24%** of Retail SA (excluding salary) acquired digitally with better true rate

Grabdeals e-commerce marketplace has gained significant customer traction
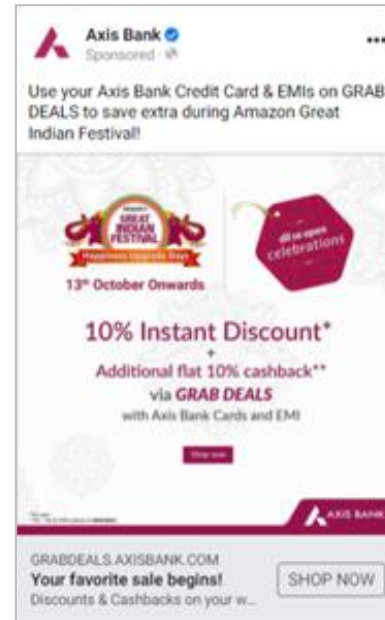
O — **Simple 3-step process** to avail cash back on Grab Deals: *Browse → Authenticate → Shop*

Integrated with **WhatsApp channel**

P — **Seamless CX** due to **close integration with Axis mobile** and **internet** banking

Planned integration with **Axis's UPI platform**

E — **Expandable, Dynamic Cloud based** solution to enable **rapid partnerships**

40+ brands available on the platform

N — **~10x** YOY increase in GMV (in Q4FY22)

9x YOY growth in transactions (in Q4FY22)

We have 80+ Partnerships across Ecosystems

Product Specific (API banking)
- Channel to acquire & service customers, complete customer ownership with Bank
- Co- branded products; revenue sharing (Offering FDs, PL and Credit Cards)

Transaction banking (White-labelled banking)
- Banking as a Service
- Deep integration with the partner

Aggregators
paisabazaar.com · INDIALENDS · ANDROMEDA India's Largest Loan Distributor · CreditMantri · PRATAP globezone
MyLoanCare.in Baat Aapke Interest Ki · APNA PAISA Digital Arm of Andromeda · AFINOZ Digitalizing Finance · WISH FIN · MyMoneyMantra Seal the deal

Digital Lenders
MARKETS Finance | Protect | Invest | Pay | Shop · bankse

Neo-Banks
freecharge · OPEN · Jupiter

Investment Platforms
scripbox · Groww · KUVERA

Mobility
MARUTI SUZUKI · BLACKBUCK · OLA ELECTRIC · CARDEKHO.com · HYUNDAI · PSA GROUPE · TATA MOTORS · MG

Enablers
SETU · Perfios REALTIME ANALYSIS & DECISIONING · karza TECHNOLOGIES · digio

Telecom
airtel · MI

Payments
G Pay · Pine Labs · JUSPAY · freecharge

APIs hosted on Bank's API Developer Portal

| 230+ Retail APIs | 60+ Corporate APIs | 15+ Connected Banking |

Credit Card issuances at an all time high

Increase in Cards in force (CIF) mkt share with increasing card issuances aided by KTB^ partnerships

2.67 mn cards issued in FY22, highest ever yearly card issuances for the Bank

Highest number of net cards issued in the industry for the month of February

In million

157% YOY
44% QOQ

Pre-covid quarterly average = 0.49 mn

Quarter	Value
Q2FY21	0.18
Q3FY21	0.28
Q4FY21	0.43
Q1FY22	0.24
Q2FY22	0.55
Q3FY22	0.77
Q4FY22	1.11

Q4FY22 breakdown:
- Mar'22: 0.48
- Feb'22: 0.34
- Jan'22: 0.29
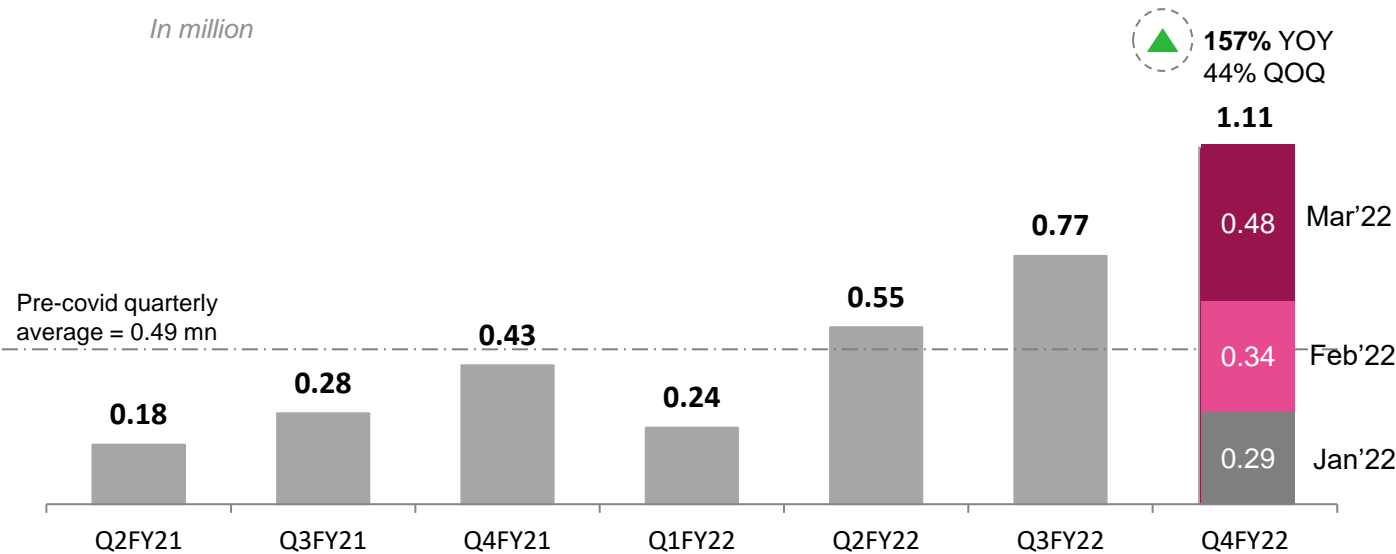
28%
share of KTB sourcing to total card issuances in FY22, up from 21% in FY21 and 6% in FY20

17%
incremental market share in last 6 months*

12%
period end market share as of Feb'22 , up 48 bps in 11MFY22 period

New Launch

Airtel Axis Bank Credit Card

AXIS BANK **airtel**
VINIT KUMAR
VISA

Axis Bank's strategic partnership with Airtel

- **This one of its kind collaboration will help widen the access to credit and various digital financial offerings from Axis Bank for Airtel's 340 million customers.**

- The first-of-its-kind 'Airtel Axis Bank Credit Card' offers a host of attractive benefits such as cashbacks, special discounts, digital vouchers and complimentary services to Airtel customers.

End to End Digital KTB[1] acquisition journey with best in class early activation and spend metrics for Flipkart Axis Bank Credit Card
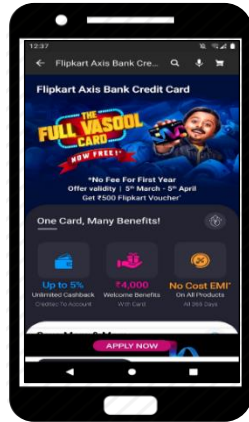
Customer clicks on Flipkart Axis Bank Credit card banner and can view details
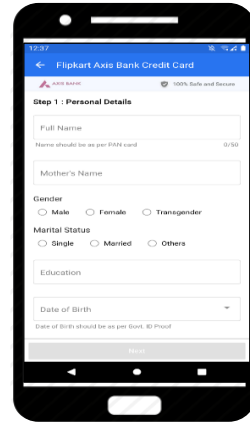
Customer fills up the form and submits the application
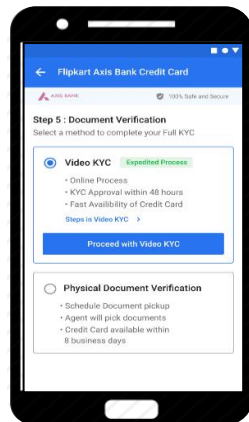
Approved customers complete KYC and income verification via digital or physical channels

Celebrating 2 million happy customers!
FLIPKART AXIS BANK CREDIT CARD

2.22 mn$ **CIF** for *Flipkart Axis Bank Credit Card*, making it one of the fastest growing co-brand portfolio since its launch in July 2019

70% **monthly activity rate*** - Best in class engagement in Retail segment

12% higher **spend per card*** , as compared to industry^

$ CIF as of 31st Mar 2022

*Based on the average data for the period Apr-21 to Feb-22 for cards acquired via Flipkart Platform
^industry data basis RBI card statistics (inclusive of Affluent & Commercial cards)

We are among the top rated players in mobile banking

Axis Bank Mobile App
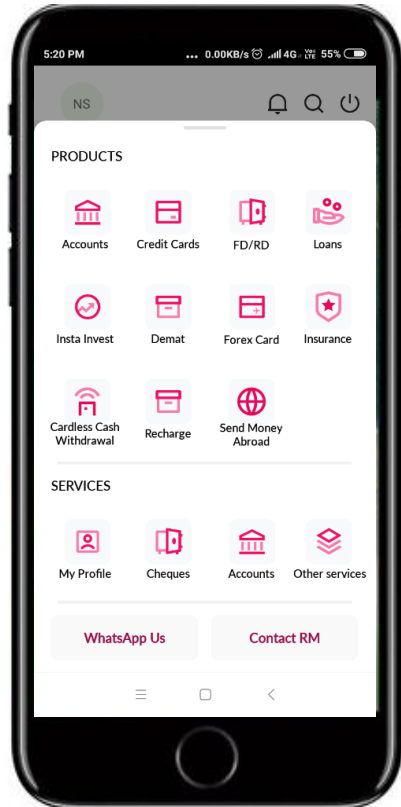
9 Mn
Monthly active users on Axis Mobile Banking

60%
MB customers banking only on mobile app

~5.6 Mn
Non-Axis Bank customers using Axis Mobile & Axis Pay apps

16x
MB logins to IB logins

14%
Market share in mobile banking (FY22^)

250+
DIY Services on mobile channel

Store Rating

⭐⭐⭐⭐⭐ **4.6**

⭐⭐⭐⭐⭐ **4.6**

People's Choice
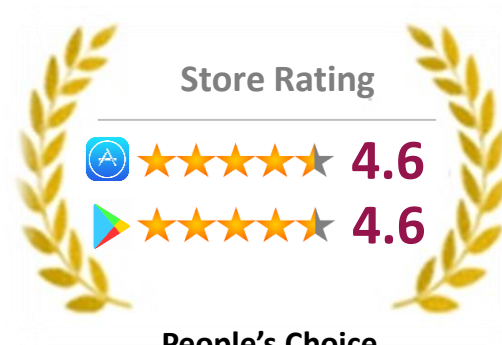
Axis Bank Mobile Banking Spends (in Cr) **and Volumes** (in Mn)

Mobile banking spends (in ₹ Cr)

▲ **14%** YOY

▲ **97%** YOY

	Q4FY21	Q1FY22	Q2FY22	Q3FY22	Q4FY22
Spends	4,76,612	3,67,649	3,87,737	5,05,504	5,44,822
Volumes	1,166	1,271	1,636	2,046	2,302
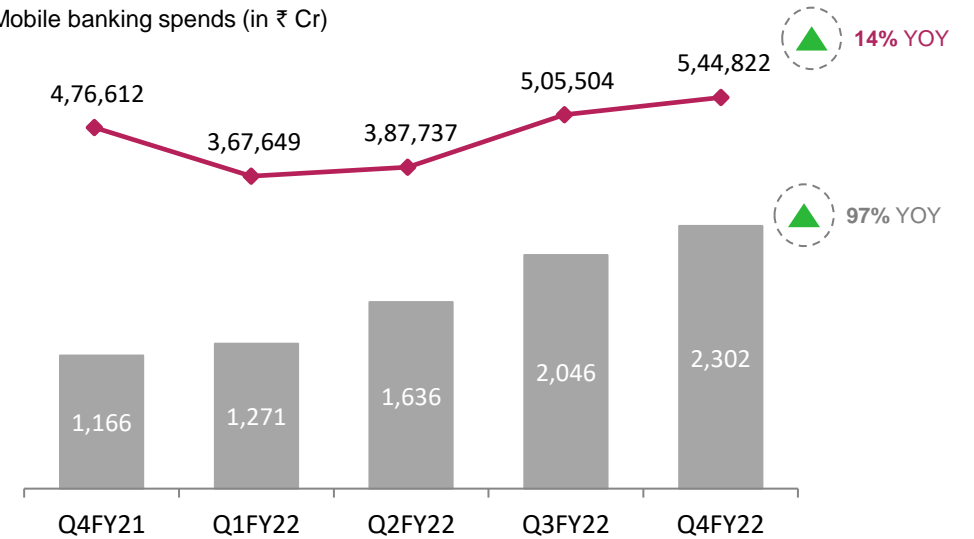
Source: RBI data

^RBI data for 11MFY22

WhatsApp Banking emerging as a significant channel

Account Related
- Get your Account Balance
- Generate Account/Mini Statement
- Order Cheque Book

Credit Card Related
- Get your Outstanding Amount, Available Credit Limit
- Summary of Credit Card, Bill Payment details
- Block your Credit Card and many more to come.

What else you can do?
- Ask us Anything
- Get Pre-Approved Personal Loans in WhatsApp
- Apply for our Banking Products
- Locate Axis Bank Branches/ATM and many more to come.
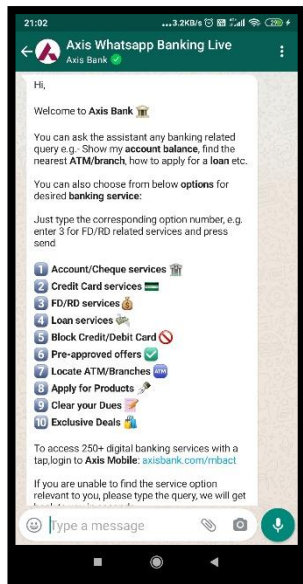
Comprehensive & simple menu option
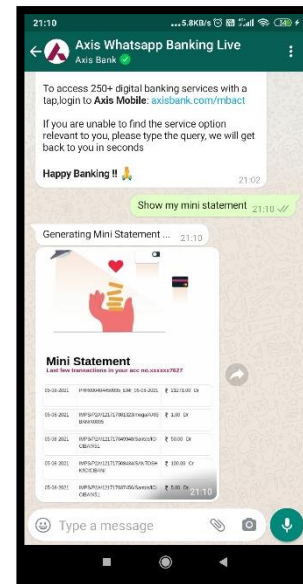
Rich cards to show better & simplified view

Insta Opt-In, real-time fulfilment of request on WhatsApp with **24x7 availability**
AI enabled Axis Aha integration to answer all FAQs

Hosted and managed on Axis Bank private cloud

Seamlessly integrated with WhatsApp for an almost native experience in customer's chat window

4mn+ customers onboarded in last 14 months

Setting up best-in-class personalization engine to deliver distinctive customer experience…

Creating Digital DNA elements for more than

28 Mn customers

CUSTOMER

What is the current life stage of a customer?	– *Married with kids*
What does a customer do?	– *Self Employed - Doctor*
How much does the customer earn?	– *143K per month*
Where does the customer live?	– *Tier 2 city*

Leverage DNA variables to understand the customer better & engage with them accordingly

Illustrative – Customer joined the bank as a student in 2013 and today as per the data, we can call her life stage to be **"Married with kids"**

2013	2015	2019	2021
Student Saving Youth Account	Started **earning** – Salary credits	**Married** Booked TD & nominated spouse	**Married with kids** Kids related transactions

100+ nudges developed & deployed via custom cloud native serving layer

AXIS BANK
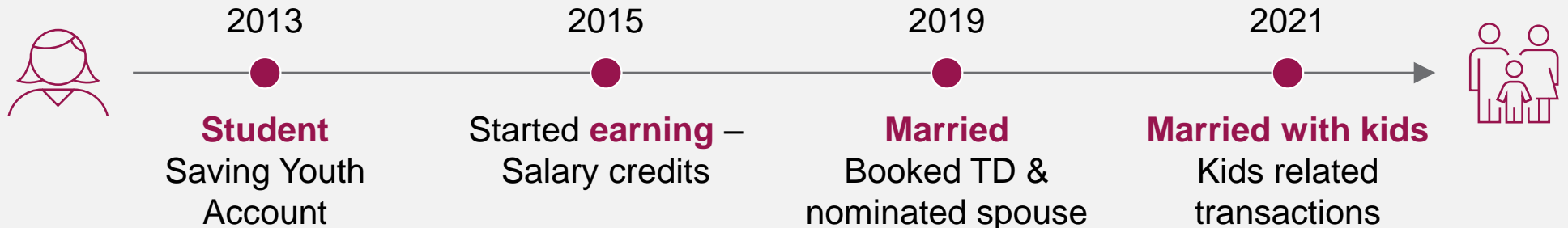
Leveraging situational triggers to craft a multistep curricula for ETB* ...

1st March - Account Opened

₹30,000 credited to the account

30th March -Bill Pay set-up

Nudge – Did you know IMPS allows you to instantly transfer funds ?

20th April - Funds account through a check deposit in ATM instead of online transfer

Nudge– ₹5000 bill pay coming up:; Alert to add funds

... & NTB^ to develop depth in engagement

Payments	Spends	EASY ACCESS Savings Account

Open now

✓ Flat 3% cashback on Amazon & Flipkart and 5-45% on 30+ other major brands via GRAB DEALS.

✓ 1% cashback on all online spends

✓ Air, Accident and Baggage Insurance

Freecharge — Recency

FasTag — Frequency

FD — Monetary

Recommended

In pipeline

*Existing to Bank   ^New to Bank
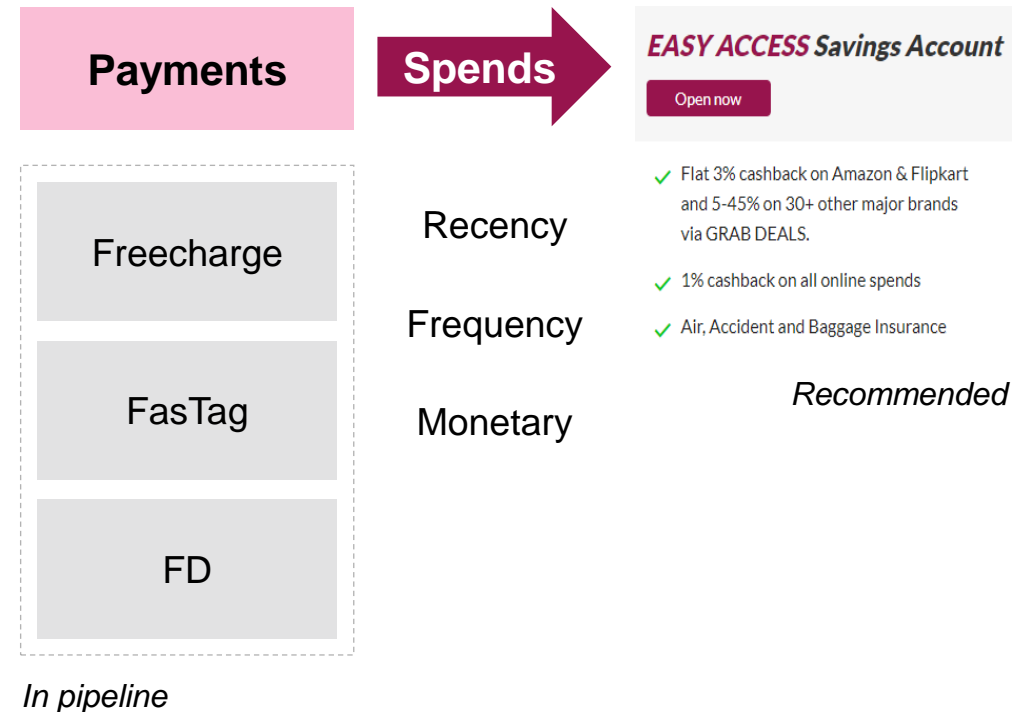
We are building a "banking of the future" framework for corporates

*"**APIs (Application Programming interface)** are fueling new digital transformations, powering innovative customer experiences and hiding complexity in the back end."*

Wide Transaction Banking API Suite

Payments API
Corporate, Real Time, GST Payments and Payment Status

Collections API
E-Collection posting, VA validation with Customer, E-Mandate creation, Direct Debit

Trade API
Outstanding LC, BG, Limits, Forward Contract, Buyers Credit

Account Information API
Account Balance, Statement, Limits

Beneficiary Management API
Add, Enquire, Update Beneficiary

Cross Cutting API
IFSC, OTP, Account, PAN, Customer Signature Validation

Customer centric approach with a focus on building powerful Transaction APIs

API Developer Portal

https://apiportal.axisbank.com/portal/

Fully-automated process for self-registration

★ **API Analytics - View analytics by applying date & API filters**

★ **Test APIs in open sandbox environment with app creation**

Browse API catalogue with detailed documentation

★ **Raise request for UAT and production access**

Developer forum to discuss and share ideas

★ **Dedicated implementation & tech support for onboarding**

Chatbot for instant query resolution

★ *Industry leading proposition*

Partnerships

Co-creating and powering cutting edge solutions for all the customer needs around banking and beyond

New age tech for SaaS and BaaS integrations

Seamless and self-serve customer onboarding from Partner platforms

Native and connected banking experience on 3rd party applications

Plethora of services across transaction banking products

Ability to tap & serve customers beyond traditional channels

Flexibility to define user journeys basis Partner type and use case

ERP integration plugins and adapters

*Witnessed **two-fold jump** in corporates on APIs in last year along with **56%** increase in API hits*

Our digital strategy is aligned with our GPS strategy

AXIS BANK

A

Reimagine Customer Proposition

- **Digital-first products** embedding design thinking
- **End-to-end simplification** of customer journeys
- Banking services **integrated across partner ecosystems**
- **Omnichannel experience to differentiate** customer experience & **hyper personalization**

B

Transform the Core

- **Ops excellence** & institutionalization of data & tech enabled operating rhythm
- **Twin-engine approach** to build digital stack and **modernize** the **core**
- **Modular, resilient technology** with **cloud first** architecture
- **Proprietary in-house capabilities** for accelerated design and go-to-market
- Next gen **cyber security capabilities**

C

Build Future-ready Capabilities

- **Data architecture 3.0;** moving beyond analytical models to **data engineering**
- Integrating **alternate, unconventional data** for **risk-moderated growth**
- **Digital workforce** for digital consumers
- Creating a **cutting edge**, **future ready workspace 2.0**

Branch of the Future | Transform the way Axis Bank engages with and serves its customers

Re-engineer key service requests to **release frontline capacity** from servicing and enable **focus on relationship building** & sales
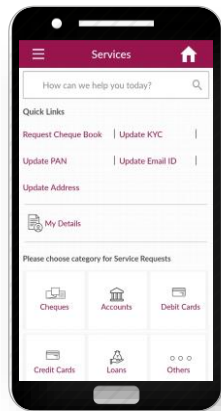
Customer clicks on Update Address
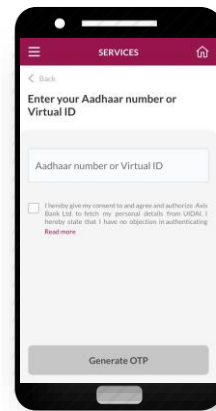
Enters Aadhar number and OTP for authentication
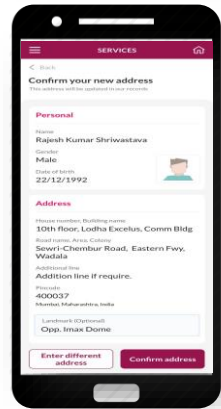
Confirms the details fetched from UIDAI
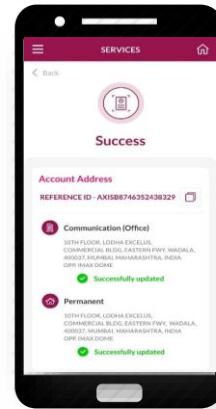
Request is processed and customer is shown a Success screen

50+ Initiatives identified and underway

O **250+ services** available digitally – amongst the highest in industry

Only Bank to provide OCR based document classification, Instant demographics updation through Aadhaar

P A proprietary **cloud** solution that's **integrated with all core bank systems** for real time processing of service requests

E **Easy to integrate** with other non-digital channels to provide an **omni-channel experience** to customers

N **92%** digital requests processed real time via straight through processing

Our Cloud leadership continues with progress made towards adoption

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Initiatives

- **Landing Zones**: 1st among peers to create 3 landing zones (AWS, Azure, GCP) to support multi-cloud strategy

- **Data Security**: Reference Architecture including payload level encryption implemented. *Cloud HSM[1] for PII*

- **Key Projects**: Branch of Future, Maximus, Siddhi are some of the key application on Cloud

- **Data Serving**: DS Layer created on Cloud

- **Cloud CoE[2]** led to rapid pace of cloud adoption and helped drive business innovation at a faster pace

Outcomes

55+ customer facing applications on Cloud

CIS score *98%* in both AWS & Azure

VA / IPT closure is *99%* across Clouds

Closure assessment by PWC – closure rate of Azure is *92%*

VKYC led *10-minute account opening* (earlier 24+ hours)

15 high volume services live in BoF with *Digital adoption ~50% & STP ~92%*

Video KYC drove *6 lakh SA and 60K CA* in FY22

350 minutes per branch per month saved by cloud interventions

Current concurrency of *5000+* users for access to Axis environment in hybrid model

[1] Hardware Security Module   [2] Centre of Excellence

500 deployments in CI/CD mode through the 'Jenkins' pipeline

ON CLOUD

Developer Laptop
(Atom, Visual Studio)

Commits

Source Control
(BitBucket)

CI/CD
(Jenkins, JUnit, NPM SonarQube)

Checkmarx
(Code Coverage)

Artifact Repository
(JFrog Artifactory)

Package
(Docker)

Regression Testing
(Selenium)

Performance Testing

Manual Testing Environments
(Kubernetes Cluster)
(Full or Stubbed, based on project needs)

DEV → QA → UAT

Security Testing
TwistLock

Artifact Repository
(Artifactory)

Production

→ Automatic Trigger
→ Manual Trigger

- The **DevSecOps Build Farm** for Axis is capable of handling **multi cloud CI CD**

- All security tools have **embedded security tolerance**

- Platform supports the entire spectrum from **monolithic deployment** in traditional application servers to **cutting edge deployment in managed services Kubernetes**

- Features like ChatOps, automated functional and non functional testing are in the pipeline to evolve it to a **truly touchless CI CD platform**

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Resiliency at Axis being built through multiple initiatives

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Built for Resiliency

Data Centre
Data Centers Expansion

DRM solution implemented

DR drill calendar for Apps

New Age Tech.
Adoption of SDN, Latest Enterprise Class Storage, HCI, Cloud, Engineered Systems, Tapeless Backup

Data
Maximum availability arch.

Always on methodology
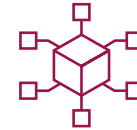
Network
N+N Arch. for critical n/w components and dynamic routing protocols

Cloud
Cloud Platform & Technologies adoption with **~55** Apps live from Cloud

Standardization
Infra Standardization covering Hardware & Software tech

Monitoring
24x7 Resiliency Operation and Network Operating Centre monitoring using NMS Tools

Assessments
Business impact analysis, data center and app resiliency audits

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Continuous Technology Refresh - Year-on-year >25% Refresh towards Latest Technology Adoption

Continuous Re-skilling - Technology adoption of techniques like SRE, Technology Labs etc.

Governance - IT Strategy of the Board, Management Reviews

Key focus areas

Developing in-house tech, design and AI capabilities

The Bank is focusing on developing its in-house capabilities
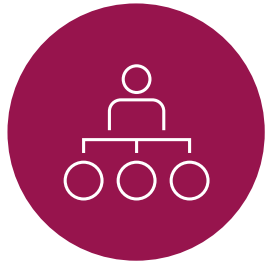
Enterprise Architecture Practice that focuses on building a **sustainable governance structure to rationalize and optimize** the application architecture

Agile Centre of Excellence (CoE) to build capabilities to deliver faster

Key roles such as **Agile Coach, Scrum Master** are being introduced across IT projects to drive adoption and leverage benefits

Customer Experience will be a **focal point** of all technology developments and enhancements and therefore, Bank has invested on experienced talent in this area

Subzero design - a collection of guidelines and components to create a unified experience for all Axis Bank customers
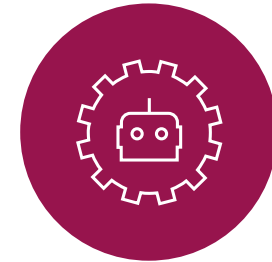
IA center of excellence (CoE) to create overall automation strategy and adoption of industry practices enabling **scaling automation** and maximize benefits within the bank and its subsidiaries

75% increase in the IT team strength in the last 2 years

Sub-zero design platform for a unified user experience
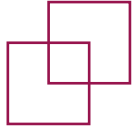
Subzero is a collection of guidelines and components shared among designers and developers in order to create a streamlined and enjoyable user experience for all Axis Bank customers.

At its centre is the pattern library which contains reusable components and foundations, from the individual atoms to the full templates and pages..

Rather than focusing on pixels, developers can focus on application logic, while designers can focus on user experience, interactions, and flows.

Subzero will help reduce design and development time by ~20%, and provide consistency across customer journeys
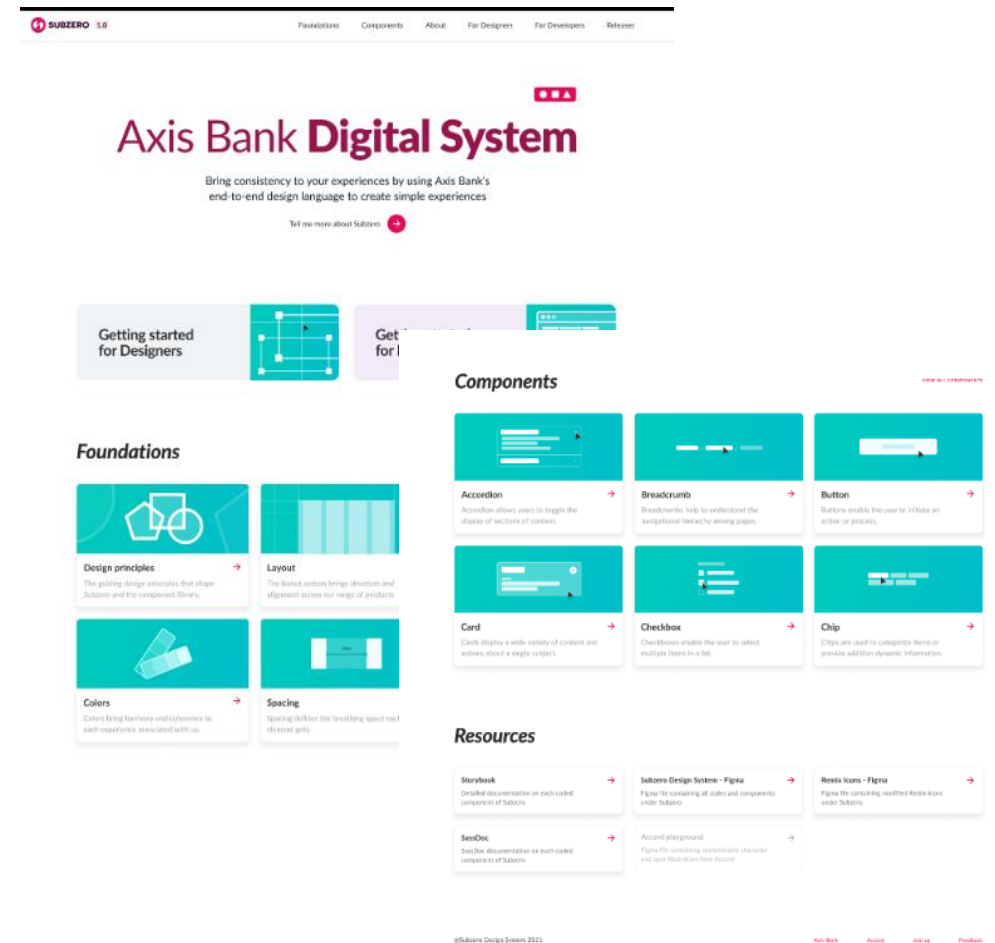
Committed to Highest Standards of Data Security and Customer Privacy (1/2)

Security by Design

Defence in depth though best in class security technology and process controls

Vulnerability and threat management across the entire tech. landscape

24 x 7 events monitoring by SOC through Next Gen SIEM, threat intelligence tools

Continuous RED Team exercises to proactively and timely vulnerability identification

Continuous transaction monitoring supplemented by real-time decline rules

Strengthening Cyber resilience program with focus on detect and respond/recover activities

Security Analytics for enhanced security threat visibility

770 / 900
Bitsight Rating[1]

1. BitSight Rating = Key Risk Indicator of Over all Cyber Security. Cybersecurity ratings company based in Boston, US (2011). Approach similar to credit ratings for financial risk.BitSight Security Ratings are calculated on a scale of 250-900 with a higher rating indicating better security performance.

Committed to Highest Standards of Data Security and Customer Privacy (2/2)

Key Capabilities

In-House Cyber Breach Assessment

For safely simulating multiphase, real-world attacks, and identify gaps / vulnerabilities in Bank's environment.

24x7 Dark Web Monitoring

a. Fraudulent / Phishing sites

b. Artificial Intelligence based Digital Risk Monitoring for Bank's sensitive data on Internet / Dark web

Cyber Security Threat Intelligence from best-in-class commercial sources

Cloud Cyber Security Suite

Container security monitoring & vulnerability Scanning	Cloud security compliance monitoring

Cyber Security controls for DevSecOps Pipeline

Static analysis	Dynamic analysis	Real-time vulnerability monitoring and analysis	Cloud container image signing	Cloud secret keys and credential management

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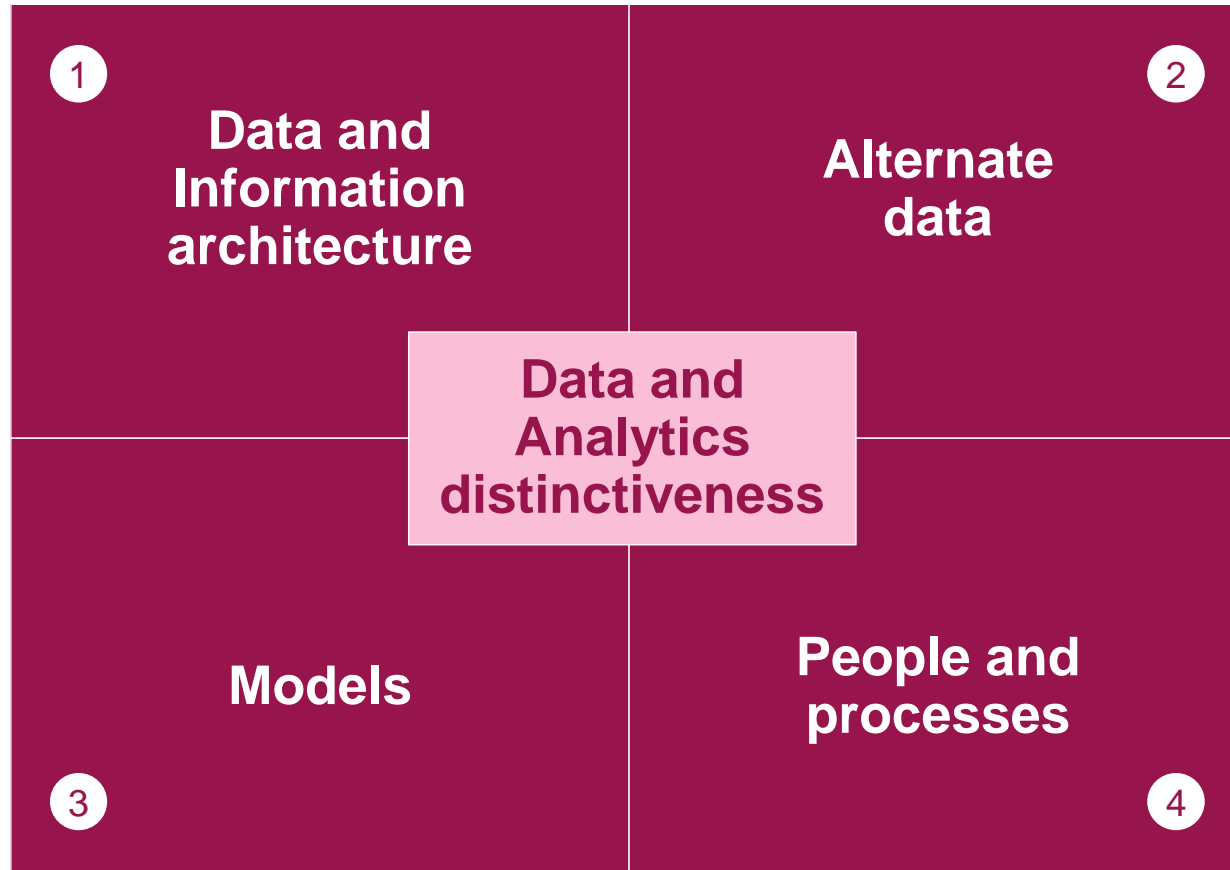Integrating **alternate, unconventional data** for **risk-moderated growth**

Digital workforce for digital consumers

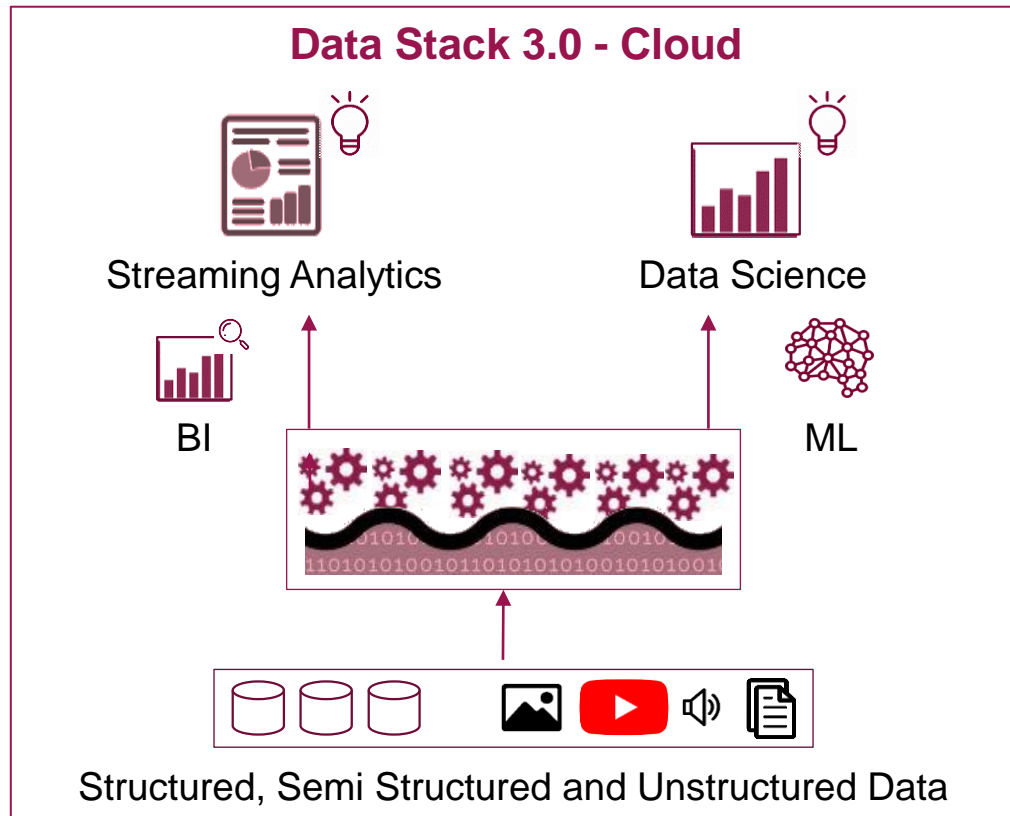Creating a **cutting edge**, **future ready workspace 2.0**

Best in class analytics solution leveraging alternate data to implement large scale models

1 Data and Information architecture	**2** Alternate data
Data and Analytics distinctiveness	
3 Models	**4** People and processes

1 We have begun our **cloud data infrastructure** journey

2 We are building **alternate data platforms** to enable score-based underwriting for next 100 million+ customers

3 We are also implementing large number of **credit and marketing models** leveraging advanced techniques with new age data to drive better predictive and to drive sourcing

4 Agile team with expertise in **alternate data and risk set up**, and a robust test and learn approach to **risk framework and program building** and scale-up set up to drive the initiative

We are moving to Data Architecture 3.0

Building data stack 3.0 for next level of analytics and have created service data lake for enhanced customer experience

Data Stack 3.0 - Cloud

Streaming Analytics

Data Science

BI

ML

Structured, Semi Structured and Unstructured Data

On the fly elasticity

Separation of compute from storage

Building **alternate data platforms** to enable score-based underwriting large cross section of lendable population
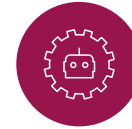
100+ nudges developed & deployed via custom cloud native serving layer

Big data clusters developed on Hadoop with PetaByte scale data

150+ use cases deployed across credit, fraud, marketing analytics on cloud decisioning platform

Multiple machine learning based credit models developed; **2000** attributes considered; over **40%** lift on GINI over generic bureau models
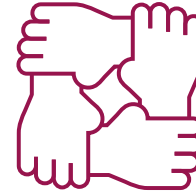
Building the right team with the right talent

1500+
…people dedicated to digital agenda

350+
.. member strong in-house tech team

76%
…new hires from non-banking background

- Fintech's
- E-commerce
- IT
- Consulting
- Campus
- Others

.. across roles forming full service teams

- Design
- Product managers
- Developers: Front-end, backend, full stack
- Dev-ops
- QA
- Scrum masters
- Digital marketers
- Partnerships
- Governance
- Channels

The organization is moving to more flexible ways of working…

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Future of work 2.0

12,000	Employees continue to be in hybrid model in large offices
3,607	full-time employees now working from anywhere; reinforcing Axis group's position as a leader in employee flexibility
~100%	Hybrid work the new normal, all employees have returned to office two days a week

Benefits

Structural reduction in costs

Better employee satisfaction

Ability to attract new talent pools

… and creating a future-ready workspace

One Axis App

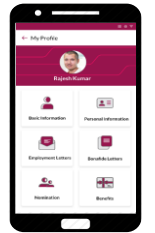App with enhanced Self-Service and access to required information through ~30 modules

Onboarding   Virtual ID, visiting card & mandatory declarations for new joinees

Active Transaction   One screen view of benefits, employee profile, payroll and reimbursements, leave management, staff loans, ESOPs etc.

Others   COVID support – Online expert consultation, vaccination badge & reimbursement

Webcast, Axis Champions, My GPS, Contributions to social causes, Online Approval System, Tap P2P

Thank you