



INCLUSIVE AND EQUITABLE ECONOMY >

We aim to foster a society where economic opportunities are accessible, regardless of social or economic background. The purpose is to create a more just and balanced economic landscape that empowers marginalised communities and ensures fair access to resources and opportunities. We aim to bridge the gap between different socio-economic groups through targeted financial programmes and inclusive policies, promoting equal participation and representation in economic activities. By championing diversity and advocating for fair economic policies, they aspire to cultivate an environment where everyone can thrive and contribute to the collective prosperity of society.

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Sustainable Banking and Finance

As a leading financial institution in India, we remain committed to actively financing sectors that contribute to India's growth in an equitable, sustainable manner and support India's commitments towards the Sustainable Development Goals and climate action under the Paris Agreement.



In 2021, under the oversight of the ESG Committee of the Board, the Bank had taken public commitments to accelerate its lending activities towards the following goals:

	GOALS	ACHIEVEMENTS (FY23)
Wholesale banking – sectors with positive social and environment outcomes	₹30,000 crore Incremental financing by FY26	₹20,400 crore Incremental financing in FY23
Retail two-wheeler loan portfolio	5% for electric vehicles by FY24, interest waiver of 0.5% on new EV loans	2.5% EV loan portfolio in rupee terms

Impetus to Retail EV Financing

Towards achieving our commitment to make 5% of our retail two-wheeler loan portfolio in rupee value as electric by March 2024, we have gradually scaled up on strengthening our product offerings and incentives to accelerate this sunrise sector. We have also scaled up our partnerships in this space with credible EV manufacturers and focused on making the customer journey seamless. We continue offering an industry-leading 0.5% interest rate discount on EV loans for retail two- and four-wheel vehicles.

~2,700

EV loans offered in FY23

3.26%

EV penetration

Exploring New Retail Products and Services Aligned to Positive ESG Action

We are actively exploring new products and services to augment our bouquet of offerings aligned to the SDGs or climate action. We are actively exploring the potential to finance rooftop solar for SMEs

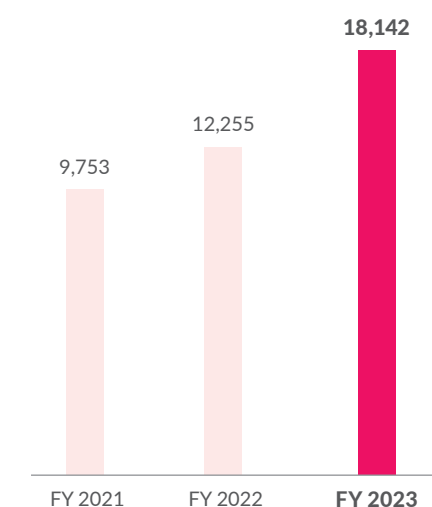
in India and are discussing with potential partners and developing the product proposition.

Scaling the Green Wholesale Portfolio

Overall, we continue to grow our wholesale banking lending portfolio aligned to the 'green' sectors, such as renewable energy generation, urban mass transport, electric mobility, and green buildings.

Green Lending Portfolio

■ in ₹ crore



Our View on Decarbonising our Lending Portfolio

As an Indian bank, we have a role in helping the Indian economy move forward on its net zero emissions pathway and are omitted to scale down our exposure to carbon-intensive sectors, including thermal power and coal, in our wholesale banking book. The commitment is being monitored internally by the ESG Committee of the Board.

We recognise that India's low-carbon transition must remain just to enable all parts of the economy, especially its most vulnerable sectors, communities, and regions, to transition surely but gradually. Even as India transitions, we recognise that over the medium term, thermal power shall remain a primary energy source for economic growth and that the Indian banking sector shall be called upon to support this growth. In addition, during the year, the global geo-political strife that affected commodity prices globally also nudged India to scale up its efforts to ensure the country's energy security.

Notwithstanding the challenges, we recognise that India has ambitious plans, including renewable energy

INCLUSIVE AND EQUITABLE ECONOMY

capacity expansion targets, green hydrogen, carbon trading mechanisms, and adoption of technology and innovation, among other focus areas that shall support India's low-carbon transition.

Landmark sustainable finance deals

In FY22, the Bank announced marquee sustainable financing deals and issuances aimed at accelerating India's low-carbon, equitable transition. In FY23, our focus was primarily on building a robust pipeline of ESG-compliant projects in conformance with our extant credit appraisal mechanism.

In brief, these marquee transactions included:

India's First Sustainable AT1 Issuance

The Bank raised India's first sustainable AT1 issuance priced at \$600 million in the overseas markets on September 1, 2021. With this issuance, India became the second jurisdiction in Asia with an ESG AT1 issuance.

ESG policy for lending

During FY23, a total of 383 proposals were assessed under the EPL, with 305 cases discussed at the Board-level. No proposals were rejected during the year subject to non-compliance with the exclusion list of the ESG policy.

Snapshot of proposal flow under the ESG policy for lending in FY23

	Category A	Category B+	Category B	Category C	Category FI	Total
Cases eligible for environmental and social due diligence	1	1	67	1	8	78
Review of project portfolio/group companies portfolio put up to the Board's COD under ESG policy						₹305
Total cases for FY23						383
Total value in INR of the total proposals, reviewed under the policy in FY23						₹48,477 crores

* The categorisation of cases reflects the status as of March 31, 2023. It is to be noted that due to material changes in the proposal or project, the categorisation of cases can also change over the duration of the loan.

** Categories A, B+, B, C are project risk categorisation as defined in the ESG policy for lending

In FY22, we undertook a self-assessment of the policy under the IFC's ESMS diagnostic tool, designed to assess or self-assess the quality of an environmental and social management system (such as our ESG policy for lending) and benchmark it against IFC's performance standards and good market practices. The diagnostic tool assesses any system on nine parameters, including the policy document, due diligence process, organisational structure, capacity, and control environment. It categorises them into 'State of the Art', 'Developed' and 'Emerging'. Our ESG policy for lending scored 'State of the Art' on four parameters and 'Developed' on three parameters, and we are currently embedding the learnings into our processes.

The summary of project categories and the due diligence process under the policy is also accessible here: <https://www.axisbank.com/docs/default-source/default-document-library/esg-policy-and-procedure.pdf>

Our exposure to thermal power generation and coal mining and trading was 1.52% of the total wholesale banking book as of March 31, 2023.

Partnering to Accelerate Transition to Electric Vehicle Ecosystem in India

In November 2021, Axis Bank and the Private Infrastructure Development Group (PIDG) guarantee arm, GuarantCo, announced the partnership and intent to execute an umbrella guarantee framework of \$200 million with a programme size of \$300 million towards accelerating the e-mobility ecosystem in India. The guarantee will enable capex financing of diverse entities engaged in manufacturing, distribution and servicing electric vehicles, batteries and charging infrastructure.

Strengthening India's Healthcare infrastructure

The Bank signed an MOU with IPE Global Ltd for the SAMRIDH Healthcare Blended Finance Facility. Under this partnership, Axis Bank will provide affordable finance of up to \$150 million through SAMRIDH to support health enterprises and innovators who would otherwise not have access to affordable debt financing.

Collaborating to Offer Supply Chain Finance

Axis Bank has signed a partial guarantee facility agreement (PGFA) with the Asian Development Bank (ADB) to support supply chain financing for impact sectors, under which ADB will provide guarantees (variable) to the lending done by Axis Bank. The programme is scalable, with an initial foundational ramp-up of nearly \$150 million.

We also present three case studies highlighting the environmental and social due diligence (ESDD) conducted under the policy:

CASE STUDY 1

Sector: Chemical sector within the specified industrial estate limits

During the proposal discussion with a company, we found that a fire broke out in the premises of the chemical manufacturing facility despite having a well-planned and functional fire-fighting system in place. This accident led to damage to certain property, plant and equipment, inventory and interrupted business but no loss of human life.

Key mitigation measures

The Bank decided to investigate the fire accident in this proposal and all such future proposals of chemical sectors for these types of accidents/incidents. Details of the accident, the accident's root cause, loss/injury at the accident site, the corrective action plan/mitigation plan taken by the company and the current status of the corrective action plan were part of the detailed investigation.

CASE STUDY 2

Sector: Manufacturing of drugs

Our ESG assessment of the company's portfolio identified that, per the current status declared by the company, there was one case of non-compliance with environment norms. Based on the information declared by the company, the site was visited to discuss the cases in detail with stakeholders of the company and to understand the current status, concerning regulatory compliances.

Key mitigation measures

From the nature of the cases discussed with the company, we have seen that those letters were from the regulator for effectively implementing a pollution control system with the latest technology available in the market.

The company has established strict environmental compliance at the site by implementing all mitigation measures with the latest technology. Axis is regularly monitoring the status of the environmental compliance of the company.

CASE STUDY 3

Sector: Onward lending to NBFC, which funds infrastructure projects

We engaged in onward lending to an NBFC involved in infrastructure projects across various phases with a mix of operating, brownfield and greenfield assets. Since infrastructure projects potentially impact the environment and society, we conducted detailed due diligence to access its policies and commitments within the bank and in further lending.

Key mitigation measures

The company has undertaken the necessary steps to mitigate potential environmental and social risks. The company has established strict environmental compliance at the site by implementing all mitigation measures with the latest technology. Axis is regularly monitoring the status of the environmental compliance of the company.

The Company has taken all the necessary steps to access the environmental and social risks in onward lending.

Building Bharat

Bharat banking is one of Axis Bank's three strategic priorities. It has been our foremost pillar towards driving the economic integration of rural and semi-urban India (RuSu) and supporting the financial aspirations of its millions of inhabitants.



During the year, Bharat banking continued to move in the right direction with robust growth across assets and liabilities, and on the back of focused investments aimed at increasing the distribution footprint, launching new products and propositions, digitising the customer journeys to ease out processes, improving visibility, and forging relevant partnerships in the RuSu markets.

Highlights for FY23

26% Growth in rural advances	15% Growth in rural deposits	37% Growth in disbursements
60,600+ CSC outlets in rural and semi-urban India	2,137 Bharat banking branches	660 Districts served by Bharat banking
2.2 million Borrowers who are women under Axis Sahyog retail microfinance programme	400 Pradhan Mantri Jan Dhan Yojana (PMJDY) outlets	156 Business correspondent banking outlets (BCBO)

Building Bharat-centric Propositions

We have endeavoured to launch customer-centric propositions, serving the specific needs of our diverse customers and delivering in a manner that suits them across products and processes, with many more new initiatives in the pipeline. Milestones during the year included:

- eKYC biometric-based process that enables third-party networks to source current and savings accounts, enabling the bank to mobilise deposits from the last mile customer in an efficient manner
- Digital co-lending platform that gives access to new segments in the RuSu markets
- Launched new products in the retail and MSME space, such as FPO financing, small ticket business

loans, agri commercial vehicles, used farm equipment, base metal-based financing, and lease rent discounting, among others

- Enabling policy-related changes to improve coverage in retail products
- Increasing vernacular content in customer communication, thereby improving visibility in the RuSu markets
- Launching a new rural-centric branch design

Deepening Distribution in Bharat

We continue to invest in building a deep organic distribution in RuSu markets and opened 72 new branches. The distribution is further complemented by the BCBO's and PMJDY outlets and the partnerships network. In FY23, our number of CSC VLE (Village Level Entrepreneur) increased by 54% y-o-y, and several new partnerships were launched, such as with ITC MAARS and Airtel Payments Bank.

We are also focusing on strengthening our presence in critical and emerging ecosystems such as mandis, pre-harvest, and horticulture, among others.

2,317
Total Bharat banking branches in FY23

Axis Sahyog – Empowering Women

Axis Sahyog, our flagship retail microfinance programme, completes ten years in FY23. The programme has played a leading role in helping bring millions of women from economically weaker and socio-economically marginalised backgrounds, particularly in rural India, into the formal credit system. Under the programme, the Bank provides micro-loans to Joint Liability Groups (JLG's) comprised of women for undertaking an economic enterprise such as tailoring, setting up a small shop, or purchasing cattle, among other requirements.

Key performance indicators for Axis Sahyog

2.2 million

Women participants in Axis Sahyog

20

States that Axis Sahyog is present in

58%

Growth in disbursements

In addition to the microfinancing facilities that the programme provides, the Bank also augments its influence and impact in the communities that these women belong to through focused training on financial literacy, personal savings, awareness of government schemes and programmes, and the importance of keeping oneself and one's family healthy. The programme has been named 'Axis Sachetna', and a detailed description of the programme is provided in Section 7 – Thriving Communities, in this Report.



Customer testimonial of Axis Sahyog

Bhagya, a resident of Davangere, Karnataka, availed a microfinance loan with Axis Bank in 2020 to start a small grocery shop. With the knowledge from the financial literacy programme, she could repay instalments on time and create a good repayment record. Furthermore, she also availed of a second cycle loan from Axis Bank to buy additional stock in her shop with more variety of items. She can send her children to an English medium school with her business doing well. In her own words: "Credit support from Axis Bank MFI has helped my grocery store to gain popularity in the area, as I can keep my shop well stocked, with the help of loans received. I, along with all my centre members, prefer to take loans from Axis Bank rather than from the local money lenders of the village. Every time, the process and service are very smooth and fast. My shop and business make me feel proud and self-confident".

Partnership with the CSC Academy to Drive Financial Inclusion

During the year, we partnered with the CSC Academy, the CSR wing of CSC, by supporting the deployment of 20 mobile vans as our CSR programme that shall provide digital and financial literacy and related services among citizens in rural and remote areas of Uttar Pradesh, Rajasthan, Bihar, Madhya Pradesh, Chhattisgarh, Odisha, Maharashtra, and Uttarakhand. Under the programme, the mobile vans shall be managed by CSC's trained Village Level Entrepreneur (VLEs), who shall focus on educating the RUSU citizens with concepts like digital devices, safe internet search, digital transactions, financial management, planning, and savings.

20

Mobile vans deployed in 8 states with CSC Academy

Priority Sector Lending (PSL)

The Bank's focus on promoting credit flow to India's priority sectors, such as small and marginal farmers, weaker sections, agriculture, and micro enterprises, yielded strong results in the reporting year. We continue to give strategic importance to the PSL portfolio across segments, complemented by several initiatives such as launching new product lines catering to targeted sub-segments, driving higher growth in PSL accretive businesses such as Bharat Banking, increasing distribution through our branches and partnerships network in RuSu markets, and launching digital propositions to improve the economics of the low-ticket PSL accretive business.

The Bank will continue to focus on increasing the PSL penetration, aiming to move towards self-sufficiency across segments. For more details, please refer to the 'Priority Sector Lending' section on page 119 of the Annual Report 2023 at <https://www.axisbank.com/docs/default-source/annual-reports/for-axis-bank/annual-report-for-the-year-2022-2023.pdf>

Awarded as the winner in 'Priority Sector Lending by Banks (Private)' at the Inclusive Finance India Awards 2022

Enabling Customer Welfare through Government-sponsored Schemes

Under Bharat banking, the Bank has a dedicated team that promotes customer welfare through various government-sponsored schemes (GSS) for national and state-level schemes, driven across the country through the Bank's distribution and partnerships network. GSS play a critical role in providing a socio-economic safety net to millions of Indians at the bottom of the pyramid across rural and urban India.

During the year, we took several initiatives to promote GSS, including adding new schemes such as the PM Svanidhi Scheme, digitising customer journeys, and strengthening the process flows. Importantly, the bank also regularly drives digital and financial literacy through financial literacy camps (FLCs) using its business correspondent banking outlets (BCBO) and BC CSPs. In FY23, more than 62,000 participants in small towns and villages across the country benefitted from the literacy programmes.

Key performance indicators for GSS

4.58 lakh

Customers under Pradhan Mantri Surakha Bima Yojana

12.41 lakh

Customers under Pradhan Mantri Jan Dhan Yojana

1.55 lakh

Customers under Pradhan Mantri Jeevan Jyoti Yojana

13.36 lakh

Loans disbursed under MUDRA Scheme in FY23

9.66 lakh

Customers under Atal Pension Yojana

Partnering for Progress

We have always been a trusted banking partner to India's public sector, offering diverse products and services curated to the requirements of government entities and citizens.



We have received accreditations from the Ministry of Urban Development, the Ministry of Housing and Urban Affairs, the Office of Controller General of Accounts and the Institute of Government Accounts and Finance under the Ministry of Finance. We are authorised for Central Board of Direct Taxes (CBDT), Goods and Services Tax (GST), Employee Provident Fund Organisation (EPFO) and Employees' State Insurance Corporation (ESIC) collections, as well as collection of state taxes in 13 states and union territories. The Bank is also empanelled as the sole trustee banker for PFRDA for National Pension Scheme (NPS) collections and is an active player in the Government e-Marketplace (GeM).



We have been recognised as one of the top-five best-performing banks in the public financial management system (PFMS) as adjudged by the Office of Controller General of Accounts."

27
smart cities
where we have implemented unique, tailor-made solutions

~50% urban bodies in India
have robust working relationships with us

SPARSH

Axis Bank signed an MOU with the Controller General of Defence Accounts (CGDA), offering all its branches across India as SPARSH service centres for defence pensioners. SPARSH is a digital pension disbursement system that has automated the entire pension process for defence pensioners, including defence civilians and families, enabling easy access to all details and availing various services.

IPO Drive for Life Insurance Corporation (LIC)

The Bank successfully executed the IPO of India's largest insurance provider, LIC, in May 2022, where it additionally introduced special offers on salary and demat accounts to increase the reach of the IPO and onboarded over 2 lakh new demat accounts, helping to make this IPO easily accessible to all the stakeholders of LIC as well as interested investors.

Indian Railways EPPO

Axis Bank partnered with the Indian Railways ePPO (e-Pension Pay Order), serving pensioners of the Indian Railways. An ePPO facilitates faster commencement of pensions by banks and is secured with multi-level security, eliminating data tampering, saving time, costs and the need for human movement.

14 lakh
Pensioners served

Chhattisgarh Minor Forest Department

Axis Bank partners with the Chhattisgarh Minor Forest Department and developed a customised solution for the collection and beneficiary payments system for tendu patta and other minor forest produce (MFP) items, which are the biggest module (by scale and volume) being adopted in India in the Forest domain, wherein all collections, storage, transportation and payment of all species is managed through this solution.

66
Species

13 lakh
Beneficiaries

State AIDS Control Society, Mizoram

Axis Bank facilitates the State AIDS Control Society (SACS) under the National AIDS Control Organisation in Mizoram, supporting its mandate to decrease and stop the spread of AIDS and provide medical and other necessary assistance to the people. Along with SACS units set up in each district hospital in the State, it also works with close to 30 NGOs in the state to deliver on its mandate.

Telangana State Sheep and Goat Development Cooperative Federation Limited

The Telangana State Sheep and Goat Development Cooperative Federation (TSSGDCF) implements the sheep rearing development programme (SRDP), supporting identified communities in their traditional sheep and goat rearing. The Bank helped the Federation move away from manual processes and adopt its 'Power E-collection' solution, eliminating most manual interventions and digitising the end-to-end collection process.

Naval Group Insurance Fund

Axis Bank signed an MOU with the Naval Group Insurance Fund (NGIF) towards offering customised home loans and education loans to the Indian Navy, specifically created for the navy personnel and their families.



Digitising Education

Eklavya Model Residential School (EMRS)

The Eklavya Model Residential School (EMRS) is a central scheme to provide quality education to scheduled tribes (ST) students (sixth to twelfth standards) in remote areas. Currently, 690 schools across 28 states and UTs have been sanctioned with 401 EMRS functional with 113,275 enrolled students. The Bank is associated with EMRS in 16 states, wherein we facilitate their digital banking solutions and salary accounts of teachers.

Skill Development Institute (SDI), Bhubaneswar

The SDI-B has been developed as a mega model skill institute primarily aimed at skilling society's unemployed and underprivileged youth, focusing on making them job-ready. Axis Bank has facilitated SDI-B with easy pay digital fee collection solution.

National Forensic Science University, Delhi

The National Forensic Science University, Delhi campus is an institution of national importance under the Ministry of Home Affairs focused on criminology and forensic science, where the Bank has facilitated the 'UniPg' solution for online collection of registration and examination fees.

Dr. Sarvepalli Radhakrishnan Rajasthan Ayurved University, Jodhpur

The university is a public institution with 42 affiliated colleges in Rajasthan offering degree courses in Ayurved, Unani and Homeopathy. The Bank has facilitated PoS machines and payment gateway for digital fee payment across all colleges.

Transforming Agriculture in Digi-culture

Supporting India's agri-space through e-procurement

The e-procurement platform is fully integrated and digitised, enabling fund disbursement and all procurement-related payments to farmers against government purchases. The platform can safely and securely handle bulk payments and direct benefit transfer (DBT) within prescribed timelines. Key engagements for this platform include:

- Uttar Pradesh Upbhokta Sahakari Sangh
- Food & Civil Supplies Corporation, West Bengal
- Bihar State Vegetable Processing & Marketing Co-operative Federation
- Andhra Pradesh State Farmers eVikraya Corporation
- Himachal Pradesh State Agriculture Marketing Board

AIC of India - Madhya Pradesh

Agriculture Insurance Company of India Limited provides farmers with insurance coverage and financial support while encouraging them to adopt technology and progressive farming practices to stabilise farm incomes. Axis Bank partnered with AIC in Madhya Pradesh to process payments through a customised digital solution.

50 lakh
Farmers directly disbursed credit

Assam Rural Infra Society

ARIAS (Assam Rural Infrastructure and Agriculture Services) Society, under its scheme 'Assam Rural Infra' is focused on accelerating agricultural growth through improved resource use and quality. The society aims to offer better opportunities for poorer farmers and women to contribute to agriculture growth and income generation. The project has achieved significant success in its mission by focusing on expansion in the shallow tube well (STW) method among small and marginal farmers.

Axis Bank is the principal banker of the scheme, ensuring timely disbursement of funds through Bulk NEFT and DBT to beneficiaries across the state of Assam. The Bank also supports the society with strategic inputs towards better planning and execution.



Other Important Breakthroughs

Advertisement auction for urban local bodies, Haryana

Axis Bank is the sole relationship holder for the advertisement e-auction platform for urban local bodies, in Haryana and has an MOU with the Haryana Urban Infrastructure Development Board. The Bank facilitates end-to-end digitalisation of e-auctioning for all advertisement sites across Haryana with real-time information available to all 93 ULBS and participating bidders.

Rural Development and Panchayat Raj Department, Karnataka

Axis Bank has partnered with the Rural Development and Panchayat Raj Department, Karnataka, towards laying down the basic structural framework for decentralised governance at district and lower levels in the state. The Bank has activated BBPS and payment gateway for ~6,000 gram panchayats across the state and has deployed ~2,000 Android PoS machines to collect property tax and other fees.

State Transport Commissioner, Punjab

Axis Bank signed an MOU with the State Transport Commissioner, Punjab, authorising the Bank for collection of fees through e-challan. The Bank has facilitated ~500 NIC app-integrated Android PoS machines, deployed in 23 districts for traffic challan payments and RTO compounding fees, enabled citizens to make digital payments seamlessly.



Chhattisgarh Rajya Sahakari Bank Limited

Digital Bharat Initiative is a flagship programme of the Ministry of Electronics & Information Technology (MEITY) aimed at transforming India into a digitally empowered society. Under this mission, the Government of Chhattisgarh has mandated all primary agricultural cooperative societies (PACS) to use the QR platform for all agri-input transactions. The Bank has partnered with Chhattisgarh Rajya Sahakari Bank Limited for a digital, contactless collection solution enabling seamless payments through QR codes.

Chennai Metropolitan Water Supply and Sewerage Board

Axis Bank has partnered with Chennai Metropolitan Water Supply and Sewerage Board to provide collection services through integrated PoS machines (120 terminals), enabling door-to-door collection of municipal taxes and highlighting the benefits of hassle-free and cashless transactions.

Kendriya Bhandar, Delhi

Kendriya Bhandar, Delhi, was set up in 1963 as a welfare project for central government employees and the public under the aegis of the Union Ministry of Personnel, Public Grievances & Pensions. Axis Bank has integrated an Android POS solution across its scores in Delhi, providing 80 Android PoS terminals for digital payment collection.

Uttarakhand Institute of Rural Development

Axis Bank has successfully onboarded the central nodal account of UIRD, a state institute established for focused training of government officials. The Bank has facilitated the integration of the Institute with the PFMS portal for fund disbursement and provisioning of regular MIS reports.

Banking for India's MSME sector

Axis Bank's commercial banking group (CBG) caters to the critical SME sector of the country, working with SME businesses across regions and myriad business activities. CBG has a deep geographical reach (189 centres across India) with an extensive product suite to address diverse customer requirements.

Details on the performance of the Commercial Banking Group can be accessed in the 'Commercial Banking' section of the Management Discussion and Analysis on page 121 of the Annual Report 2022-23 at <https://www.axisbank.com/docs/default-source/annual-reports/for-axis-bank/annual-report-for-the-year-2022-2023.pdf>



Affordable housing

Axis Bank is a significant lender in the affordable housing space through its flagship product offering, Asha home loans, targeted at first-time home buyers from economically weaker sections.

	₹ Billion		
Asha home loans	FY 2022-23	FY 2021-22	FY 2020-21
Book value (in ₹ crore)	13,427.75	11,312.24	9,578.31
Customer base	99,754*	97,246	83,029

Borrowers who are men : 83,130
Borrowers who are women : 16,624

As a part of our larger ESG commitments, we have also committed to incremental disbursement of ₹10,000 crore by FY24 under Asha Home Loans, as well as the following supporting commitments:

- Increase penetration in Tier 2 and Tier 3 geographies
- Incremental distribution coverage from 290 to 348 districts by March 2024
- Increase women customers from current 13.9% to 16.9% by March 2024

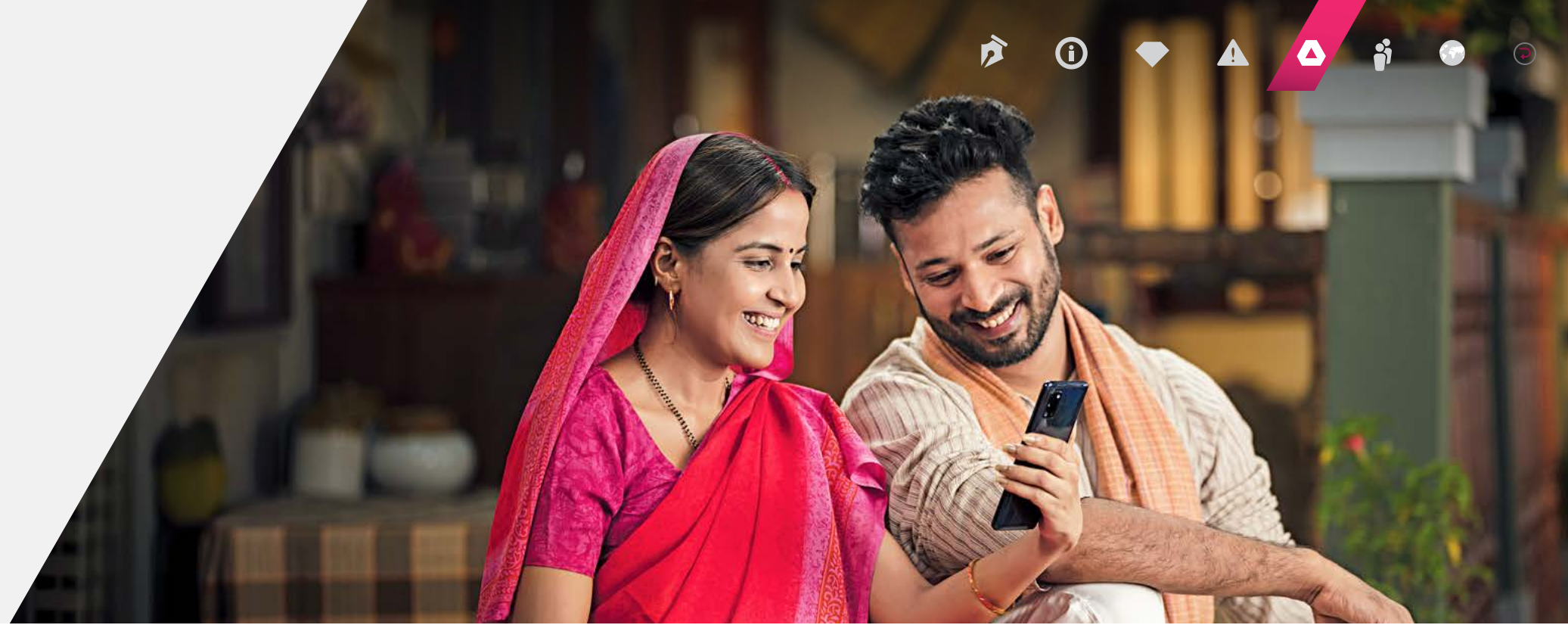
During FY23, we achieved an incremental disbursement of ₹3,243 crore, with overall women customers as of March 31, 2023, at 15.7% and a distribution spread in 325 districts in India.

Serving India's forces with pride

We continue to be a partner of choice for the country's defence and police forces. Our differentiated product bouquet for the personnel includes complimentary personal accident covers (including child education benefits) and various health and wellness solutions.

Leveraging Our Digital Leadership

Since 2019, we have been on a journey to build a dynamic, digital future to realise the true potential of brand Axis, built around the philosophy of 'Open' and guided by the GPS strategy, standing on its three pillars of growth, profitability, and sustainability. Two key objectives of the GPS strategy are to deliver a world-class customer experience and emerge as a leader in digital and technology.



We recognise the potential role of emerging technologies and innovations in shaping modern business practices and driving the low-carbon economic transition. As the banking sector digitises and digitalises, it can lower its resource requirements, such as paper, improve its operational efficiency and reach the last mile more effectively.

On the retail and wholesale fronts, we have focused on building our capabilities, adopting and implementing cutting-edge technologies across all products,

services and processes, and building a world-class digital bank. Our digital banking focus is also clearly aligned with our larger sustainability goals, as we have penetrated the unbanked and underbanked Indian population in the remotest of corners through digital solutions, overcoming the limitations of distance and the need for brick-and-mortar branches. This focus on digital and analytics is a crucial factor in the success of the Bank's Bharat banking.

Digital banking has also simplified how our customers bank with us while maintaining the highest levels

of cybersecurity and data privacy. Today, we can meet our customers' requirements in many aspects without exchanging a single piece of paper.

At the back end, through the digitalisation of processes and systems, we have reduced the use and exchange of paper in many use cases, resulting in avoiding the use of tonnes of paper collectively. The KYC process, for example, is now fully virtual for millions of our customers.

Axis Bank's digital leadership

650+

Members in BIU driving new-age data science

80%

Percentage of loan disbursements backed by Bank's proprietary scorecard

Winner

Economic Times DataCon awards

Winner

Cypher - Data Engineering Excellence Awards

390+

Members in the in-house full stack engineering team

~12 million

Monthly active users on Axis Mobile app

~7.8 million

Non-Axis Bank customers using Axis Mobile and Axis Pay apps

22.6 million

Registered customer base for mobile banking (MB)

250+

DIY services available on MB platform

4.8/5

Axis Mobile is the world's highest-rated mobile banking app on the Google Play Store

55%

Personal loans sourced digitally

24%

Credit cards issued digitally end to end

5.5 lakh

Virtual KYCs done monthly

644 million

Cumulative VPA base in the UPI space

~6 million

Merchants transacting daily on our UPI stack

A Bank that speaks your language

AXIS Bank Support Website is now available in 9 regional languages

Scan the QR code for an enhanced customer support experience.

An initiative by RBO - Digital Servicing and Communication.

Digital banking and transformation – building an end-to-end digital experience for customers

Axis Bank’s digital business and transformation (DBAT) team builds new end-to-end customer propositions with the ambition of delivering new-age financial services directly to the customers. The DBAT team has invested in digital capabilities that includes building the bank’s engineering team, adapting new-age engineering practices and building an API-centric architecture to improve customer experience, employee experience and efficiencies.

The DBAT constantly endeavours to smoothen all digital services offered to customers. The team continually adds new value-added services to its customer-facing channels like mobile apps and internet banking sites. The site design and UI/UX are regularly updated to ease customer pain points and ensure accessibility to the underserved categories. The team periodically tracks customer feedback through various channels, including Play Store/App Store comments and service requests.

Strengthening our operational core for superior customer experience

Scaling the Saksham platform

Saksham is an in-house developed robust and simplified application, which is the primary application used by branch banking users for processing financial transactions, non-financial service requests, customer servicing and converting pre-approved sales offers. It has a unified platform that fetches information from various applications/databases and gives users 360-degree view of the customer relationships on a single screen.



Saksham has the capability and design to use new-age digital authentication technology, which reduces the transaction time and makes the process paper-free. It uses the services of UIDAI for customer authentication. It can also fetch customer details using the bio eKYC service of UIDAI and use the same for seamless processing of various customer service requests.

Straight-through processing (STP) for service requests has been developed on Saksham, focusing on instant processing and reducing paper-based requests. This approach directly impacts processing TAT, first-time right control and enhancing customer experience.

20 lakh
Pages saved during FY23

Automating Branch Services

We are expanding our automated branch services, enabling our customers to avail the most required services, such as passbook printing and cheque deposits, digitally and immediately. As of March 31, 2023, deposit kiosks are in service, servicing 32.01 lakh and 41.91 lakh transactions, respectively.

Branch of the Future Initiative

Through our Branch of the Future (BOF) initiative, we provide our customers with the experience of visiting a branch virtually. Access to the internet allows our customers to opt for every service we offer remotely. By virtually accessing our services, they do not need to interact with a branch representative, freeing up saved time for other activities. In addition to many benefits, it saves thousands of litres of fuel by cutting down the need for travelling to a branch.

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Services live under BOF

3,500
Man-days saved per month across branches and clearing centres

80%
Transactions at the branch covered digitally

~1.1 million sheets
Estimated monthly paper savings per branch