

# Going the Extra Mile for our Stakeholders

As an institution of public trust, we are cognisant of the importance of open communication and two-way engagement with our stakeholders to be able to truly create shared value. Regular, structured engagements with our stakeholders help us understand their needs, gauge the external environment and mitigate risks. Open communication also enables us to communicate our priorities, and our sense of purpose and create positive impact.

We engage with our stakeholders in myriad ways, often on very specific aspects through one-to-one engagements but also on broader aspects at wider and common platforms, each of which are important and must be paid attention to.

Stakeholders	Modes of Engagement	Frequency
<b>Shareholders &amp; Investors</b> 	<ul style="list-style-type: none"> <li>Investor meets</li> <li>Management roadshows</li> <li>Investor grievance channels – Whistle Blower mechanism, e-mails</li> <li>Face-to-face meetings</li> <li>Annual General Meeting</li> <li>Annual Reports and Sustainability Reports</li> <li>Investor-led conferences or round tables</li> <li>IR portal on website</li> </ul>	<ul style="list-style-type: none"> <li>Need-based</li> <li>Periodic</li> <li>Annual</li> <li>Ongoing</li> </ul>
<b>Customers</b> 	<ul style="list-style-type: none"> <li>Face-to-face interactions at branches</li> <li>Phygital engagements with Relationship Managers</li> <li>Axis Virtual Centre</li> <li>Social media communications</li> <li>Print, Television and online Marketing campaigns</li> <li>Customer care channels – Telephone, e-mail, website</li> <li>Customer satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Eventual</li> <li>Periodic</li> </ul>
<b>Senior Management</b> 	<ul style="list-style-type: none"> <li>Board meetings</li> <li>Management committee meetings</li> <li>Strategy meets</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>
<b>Community and NGOs</b> 	<ul style="list-style-type: none"> <li>CSR programmes underway pan-India</li> <li>Axis Cares - Employee payroll giving</li> <li>CSR interventions by Axis Bank Foundation</li> <li>Conferences and roundtables</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>

Stakeholders	Modes of Engagement	Frequency
<b>Employees</b> 	<ul style="list-style-type: none"> <li>Town-hall meetings</li> <li>Training and capacity development programmes</li> <li>Whistle Blower mechanism</li> <li>Mid-year and Annual performance appraisals</li> <li>Intranet portal – MyConnect</li> <li>Internal communications – webcasts, newsletters, surveys, mails</li> <li>Axis cares - Employee payroll giving</li> <li>Management visits to branches</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Eventual</li> </ul>
<b>Regulatory Authorities</b> 	<ul style="list-style-type: none"> <li>One-on-one meetings and group meetings</li> <li>Email and mail correspondence</li> <li>Periodical submissions of business &amp; operational performance</li> <li>Mandatory regulatory filings including to RBI and SEBI</li> <li>Engagement at banking platforms and conferences</li> <li>Regulatory reviews</li> </ul>	<ul style="list-style-type: none"> <li>Periodic</li> <li>Need-based</li> </ul>
<b>Industry and Peers</b> 	<ul style="list-style-type: none"> <li>Industry and trade associations such as CII, FICCI</li> <li>Under the Indian Banks Association</li> <li>Multilateral platforms</li> </ul>	<ul style="list-style-type: none"> <li>Eventual</li> </ul>
<b>Vendors and Service Providers</b> 	<ul style="list-style-type: none"> <li>One-on-one vendor meets</li> <li>Techno-commercial Discussions and service engagements</li> <li>Audit, governance, compliance meetings</li> <li>Supplier sustainability assessments</li> <li>Email communications</li> <li>Whistleblower mechanism</li> </ul>	<ul style="list-style-type: none"> <li>Ongoing</li> <li>Periodic</li> </ul>
<b>Media</b> 	<ul style="list-style-type: none"> <li>Press releases</li> <li>Management interviews in print, television and online</li> <li>Emails and telephonic communications</li> <li>PR agency partnerships</li> <li>Media days</li> </ul>	<ul style="list-style-type: none"> <li>Eventual</li> <li>Ongoing</li> </ul>
<b>Academia</b> 	<ul style="list-style-type: none"> <li>Campus placements</li> <li>Common industry forums</li> <li>CSR engagements</li> </ul>	<ul style="list-style-type: none"> <li>Eventual</li> <li>Ongoing</li> </ul>