










ONE AXIS IN ACTION

Propelled by the Power of One

The consolidation of our diverse range of financial products and services under one roof within the 'One Axis' framework significantly enhances the customer journey. This integrated ecosystem stands as a pivotal force propelling the strong performance of the group, catalysing consistent innovation and change.

<p>Asset Management</p> <p>75%</p> <p> AXIS MUTUAL FUND</p> <p>One of the fastest-growing MF player</p>	<p>Invest Banking & Inst Equities</p> <p>100%</p> <p> AXIS CAPITAL</p> <p>Leadership position in ECM deals segment</p>	<p>Consumer Focused NBFC</p> <p>100%</p> <p> AXIS FINANCE</p> <p>AAA rated NBFC with diversified product offerings</p>	<p>Retail Brokerage</p> <p>100%</p> <p> AXIS SECURITIES</p> <p>3rd largest Bank led brokerage firm</p>	<p>Trustee</p> <p>100%</p> <p> AXIS TRUSTEE</p> <p>Amongst the leading trustees in India</p>
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Our One Axis Ecosystem

<p>Fintech Platform</p> <p>100%</p> <p> FREECHARGE by AXIS BANK</p> <p>One of the major fintech players in India</p>	<p>TReDS Platform</p> <p>67%</p> <p> ATREDS</p> <p>Leading player on TReDS platform</p>	<p>Retirement Solution</p> <p>47.27%</p> <p> AXIS PENSION FUND</p> <p>5th rank in terms of subscriber addition since inception</p>	<p>Insurance</p> <p>19.02%#</p> <p> MAX LIFE INSURANCE</p> <p>4th largest private insurance company (Co-promoter)</p>
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The aforementioned numbers represent the stake in respective group entities

#post receipt of all regulatory approvals, the Bank has increased its group holding in the Associate to 19.02% by investing an additional sum of ₹1,612 crores in April 2024, from 12.99% as on March 31, 2024.

We drive purposeful growth by harnessing the power of 'One Axis', which enables us to leverage our strengths and expertise across all areas of operation. This dynamic approach has helped us streamline our business model, expand our reach, and offer a diverse array of financial products and services to our customers.

Explore our Comprehensive Array of Offerings

We place paramount importance on the technology architecture anchoring our digital strategy and thus maintain a robust technology infrastructure to ensure scalability, resilience, and proactive risk management. Through strategic partnerships and the integration of cutting-edge technologies like AI and data analytics, we remain agile and poised for sustained growth in the digital era.

One Axis in Play

Credit Relationship

- » Working capital, Term loans
- » Deposit products
- » Structured finance
- » Trusteeship services

Retail

- » Wealth management –Burgundy/Burgundy Private
- » Salary accounts of employees
- » Payment products – Credit cards, prepaid cards, travel cards, digital wallet
- » Insurance and third-party products
- » Retail broking and advisory

Transaction Banking

- » Cash Management
- » Trade & Supply Chain
- » Letter of Credit/ Bank Guarantee
- » Bill/Invoice discounting
- » Current Accounts
- » Correspondent Banking
- » Custodial services

Treasury

- » Debt Capital Markets (DCM)
- » Equity Capital Markets (ECM)
- » M&A & Advisory
- » Forex & Derivative Solutions
- » Investment in Axis Mutual Fund





Axis Finance, a leading NBFC, offers comprehensive lending solutions to diverse corporate and retail clients across regions and industries. With a remarkable 47% CAGR in AUM from fiscal 2021 to fiscal 2024, we prioritise robust operational and risk management practices supported by advanced technology. Our focus includes retail loans, loans for SMEs and loans to mid and large corporates.

Key Initiatives in Fiscal 2024

- » Retail segment continues to be the focus with disbursements growing by 37% y-o-y with over 1,50,000+ customers serviced. **Book growth continued to be robust with a 51% y-o-y increase in on-book assets with resilient asset quality.**
- » The Corporate Banking segment has continued to showcase strong momentum of book growth with 24% y-o-y increase in disbursements while maintaining a **robust and resilient book and best-in-class asset quality** metrics and industry-leading return ratios.
- » Enhanced **reach and distribution** as we now cover 200+ locations and operate in 50 plus branches.
- » We continued to strengthen our **digital capabilities** with the objective of increasing customer delight.
- » With a view to **diversifying our funding sources**, we have tapped family offices, corporate treasuries, wealth funds and leading private/public banks, thus helping us to navigate the hardening yield environment better.



Awards

Great Place to Work® 2024™

Most Preferred Workplace 2023-24 by Marksmen Daily

Focus Areas Going Forward

- » Exploring the vast opportunity in **the small and micro enterprises space** will be the focus area in fiscal 2025. This will bring better granularity and stability in our book.
- » Driving customer base expansion through **Direct Origination and Digital Channels** while optimising operational efficiencies with technology.
- » Apart from sustaining digital, and tech initiatives, **Generative AI technologies** to be harnessed to the optimum potential.

Performance in Fiscal 2024

51%

Growth in Retail loan book y-o-y

31%

Growth in Corporate banking loan book y-o-y

16.77%

Return on equity

28%

Growth in profit after tax to y-o-y ₹610 crores

19.24%

CRAR



Axis Capital stands as a leading entity in India's financial sector, renowned for its tailored services in investment banking and institutional equities. Through innovative technology and a strong network, we are dedicated to nurturing a top-tier franchise. With a 20-year history of excellence, Axis Capital is consistently recognised as a premier investment bank. In fiscal 2024, we successfully managed 52 ECM major transactions, including 18 IPOs, 11 QIPs, 3 OFS, and 3 Rights Issue. Notable achievements include overseeing the largest-ever IPO in Indian capital market and facilitating a significant merger and acquisition deal between two prominent financial institutions.

Key Initiatives in Fiscal 2024

- » Successfully launched the initial phase of Credit AIF, marking a significant milestone in expanding our structured finance portfolio.
- » Maintained market share and leadership in ECM, with notable growth in block volumes.
- » Improved rankings in Cash Equities, fuelled by a burgeoning domestic client base and global engagement through strategic roadshows and conferences.
- » Increased cash margins for derivatives, facilitating business expansion and scalability.
- » Enhanced thought leadership with thematic reports, expanding coverage by 20%.



Awards

The Asset Triple A Sustainable Finance Awards 2024:
Best Equity Advisor,
Best IPO, Best REIT,
Best Rights Issue

Finance Asia Achievement Awards
2023: Best IPO

Focus Areas Going Forward

- » Uphold market leadership in ECM with a share exceeding 10% and enhance block volumes.
- » Continued repositioning towards industry leadership.
- » Invest in technology for derivatives and electronic broking to expand market share.
- » Increase deal conversions in private equity across ECM and Advisory while ensuring consistency in M&A strategy.
- » Structured Finance to leverage investment banking strengths for scaling Axiscap Alternative Investment Fund (AIF).
- » Personnel strategy to prioritise top-tier talent acquisition and robust campus hires.

Performance in Fiscal 2024

2nd

Rank in Equity Capital Market (ECM)

33%

Growth in Equity business broking (revenue) in F&O segment

90

Investment banking deals in fiscal 2024

₹150 crores

Profit after tax in fiscal 2024



Freecharge leads the financial services sector, offering seamless solutions from bill payments to credit services. Partnering with Axis Bank, Freecharge continues to introduce financial services for its customers and enterprises, in addition to providing fast and secure payment services through Payment Gateway and PSP App. Our focus on enhancing payments infrastructure ensures both scalability and security. Through upgraded apps and platforms, we strengthen risk management, drive cross-selling, and deepen partner engagement, solidifying our position as the go-to platform for innovative financial solutions for merchants and customers.

Key Initiatives in Fiscal 2024

- » Extended Axis Bank's Gold Loan programme to Freecharge customers, accessible via app or website, with ongoing efforts to strengthen accessibility.
- » Enabled merchants to apply for Axis Bank current accounts, pay digitally for funding and facilitate financial monitoring of the accounts conveniently via the Freecharge merchant app.
- » Introduced Dynamic QR code creation within the app for streamlined collection of order payments.
- » Launched Axis Bank RuPay credit cards, journey on Freecharge app. Seamlessly integrated with UPI via lead sourcing, catering to existing and new customers, enhancing user experience, and simplifying credit card applications.



Awards

One of the Top Mid-size India's Best Workplaces for Millennials

Focus Areas Going Forward

- » Comprehensive merchant ecosystem with Current Accounts, secured and unsecured lending products, and payment collection solutions. Offering services digitally as well as via physical branch model in deeper geographies.
- » Microfinance and Gold loan to merchant and retail consumers via further expansion into deeper geographies.
- » Payment aggregator business scale up.

Performance in Fiscal 2024

75%
 ↑ y-o-y
 Merchant Monthly Active User (MAU)

68%
 ↑ y-o-y
 Gross Merchandise Value (GMV) on Freecharge QR

89%
 ↑ y-o-y
 GMV through Freecharge Payment Aggregator

Axis AMC provides dynamic investment solutions to retail and institutional investors, spanning diverse asset classes like listed and unlisted equity, debt, and real estate. With a proven track record of sustained performance, our ambition is to ascend as the premier asset manager. Through the innovative One Axis platform, we collaborate with the Bank to offer supplementary products such as fixed deposits and credit cards, amplifying our value proposition for clients and partners alike.

Key Initiatives in Fiscal 2024

- » Focused on expanding our digital assets ecosystem across B2C, B2B, and B2B2C sectors, operationalising our Intelligence Ecosystem (IEC) platform for hyper-personalised services catering to diverse customer and distributor needs in asset management.
- » Enhancing mobile app user experience with an AI/ML-based NLP Chatbot on WhatsApp and upgraded payment capabilities featuring UPI, reflected in our top customer app ratings (App Store 4.6 & Play Store 4.5) among AMCs.
- » Fiscal 2024 saw Axis AMC raise over ₹3,400 crores in the NFO of Axis India Manufacturing Fund, among the highest fund-raises for a Thematic Fund, with broad participation, nearly 1.5 lakhs applications, and significant new investors.

Focus Areas Going Forward

- » Axis AMC will continue to focus on growing market share across asset classes in the mutual fund space while also scaling up its Alternates business.
- » Axis AMC is working with the Bank to incorporate mutual fund journey into the NEO Banking channel.
- » AMC is also collaborating with the Bharat Banking team to build customised products and drive engagement for Tier II and III markets.



Awards

Best Fund Managers
2023 by ET Wealth

Great Place to
Work® 2024™

Performance in Fiscal 2024

5%

AUM*market share

30%

Women Diversity ratio
as compared to 28% in
fiscal 2023

**₹164,981
crores**

Overall Equity QAAUM**
with 28% 4-year CAGR

66%

Overall AUM consists of
Equity & Hybrids

**₹274,265
crores**

Overall QAAUM**
with 19% 4-year CAGR

50%

Profit after tax
(5 year CAGR)

** Quarterly Average Assets under Management (QAAUM)

* Assets under Management (AUM)

AXIS SECURITIES

Axis Securities, a subsidiary of Axis Bank Ltd., is a premier retail brokerage offering a comprehensive advisory model. With robust technology infrastructure and digital capabilities within the One Axis environment, we provide holistic financial solutions. Our focus on continuous product and service enhancements ensures an optimal customer experience. Offering a wide range of lending solutions and retail broking services through Axis Direct, we aim to excel in customer experience, innovation, and productivity, becoming a leading player in the retail broking space.

Key Initiatives in Fiscal 2024

- » Implemented voice, email, and chat-enabled service bots to enhance customer experience, resulting in a significant decrease in customer complaints.
- » Prioritised digital transformation, with deployment of a modern middleware that reduces dependency on vendors and enhances operational efficiency.
- » Introduced personalised, data-driven insights for customers, facilitating informed decision-making and discovering new investment opportunities.
- » Prioritised information security with a robust architecture, achieving an 'Advanced' security BitSight score for the overall digital platform, mitigating potential risks effectively.



Awards

Amongst Top 10 Companies for winning the Happiness and Wellbeing Award (Happy+ in collaboration with ET HR World)

MCX 'Leading Member-Bank Broking'

Focus Areas Going Forward

- » Launch of new and revamped mobile apps tailored to the needs of investors and traders both, enriched with modern features and tools.
- » Predictive and proactive servicing, leveraging the capabilities of AI and Big Data. These bots shall assist in identifying customer needs and offer prompt services, further enhancing the customer's experience.
- » Continued focus on mitigating operational risk and further enhancing compliance and information security measures.

Performance in Fiscal 2024

5.45 million

Total Consumer base for fiscal 2024 with a 4-year CAGR of 24%

12%

Growth in consumer acquisitions y-o-y

54%

Clients traded through Axis Direct mobile app

53%

Share of mobile trading in total volume

₹301 crores

Profit after tax for fiscal 2024

Invoicemart, India's largest Trade Receivables Discounting System (TReDS) platform, addresses credit challenges by providing early payment solutions to MSMEs. TReDS is an electronic platform that allows a transparent and online trading of receivables. It is a digital marketplace which connects buyers (CPSEs, State PSUs, Corporates) and MSMEs to a pool of financiers, through a bidding process, thereby unlocking working capital in a transparent and efficient manner. Since its launch, the platform has scaled exponentially with the registration of 29,600+ MSME sellers, 1,760+ buyers and 61 financiers, which is highest on any TReDS platform.

Performance from July, 2017 to March, 2024

~₹104,000 crores

Throughput

~31,400

Participants on-board

~26 lakhs

Invoices discounted (in Nos.)

Axis Pension Fund Management (PFM) initiated its activities on October 21, 2022, with the aim of overseeing pension funds for investors in various retirement product segments and offering optimal retirement solutions to clients. Since its inception, it has consistently attracted a growing number of subscribers and increased its Assets Under Management (AUM). Despite entering the market after two other competitors, Axis PFM has demonstrated outstanding performance within the National Pension Scheme (NPS).

Performance in Fiscal 2024

₹2,197 crores

↑ **1,048% y-o-y**

Assets Under Management

104,132

↑ **671% y-o-y**

Total subscriber base

1.2%

Market share from
0.3% (y-o-y) in Non-
government segment

9.1%

Market share from
1.3% (y-o-y) in new
subscriber addition

Axis Trustee Services is registered with SEBI and has been successfully handling various trusteeship activities, including debenture trustee, security trustee, security agent, lenders' agent, trustee for securitisation and escrow agent, among others.

₹39 lakh crores

↑ **30% y-o-y**

Assets under custody

₹58 crores

↑ **7% y-o-y**

Total Income