ABOUT AXIS BANK

Opening the path to collective progress

The Bank is committed to delivering open, inclusive and future-ready banking. Our diversified and integrated model combines financial strength, innovation and trust to empower every stakeholder on the path to progress. As 'One Axis', we serve our customers across India. guided by a singular purpose - to serve every need on every path, with sincerity and intent.

Vision

To be the preferred financial services provider excelling in customer service delivery through insight, empowered employees, and smart use of technology

Purpose

Banking that leads to a more inclusive and equitable economy, a thriving community, and a healthier planet

Mission

To be the preferred financial solutions provider across the country, delivering customer delight by:



Ethics

Customer Centricity Transparency

Teamwork

Ownership

Integrated Business Lines



Our Purpose Drives our Actions

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We leverage our digital leadership to serve the unbanked and underbanked population in the country, helping them enter the formal financial mainstream



We continue to create platforms for mutual growth, which give us constant support from our value chain partners We have committed to significant investments in sectors that create positive environmental and social impacts



We aim to improve the socio-economic condition and wellbeing for communities across India, and help create new, often unprecedented opportunities for economic progress for them



We strive to create an inclusive and diverse work environment that promotes the overall wellbeing of our employees while providing them opportunities to grow professionally

Sustainability is deeply ingrained in our organisational philosophy as we move forward in the three core areas of our GPS strategy.

Deepening a Performance-driven Culture

Advancing the growth trajectory of business segments

Improving profitability metrics

Fostering a winning mindset

Building for the Future

Digital continues to be an area of relentless focus

Bank-wide programs to build distinctiveness

ESG has Bank-wide sponsorship Core Areas of our GPS Strategy

Strengthening the Core

Building a strong balance sheet

Building next generation technology architecture

Organisation-wide transformation projects to accelerate our GPS journey

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