

BUSINESS  
RESPONSIBILITY  
REPORT  
2014 - 2015



AXIS BANK

*Progress on...*

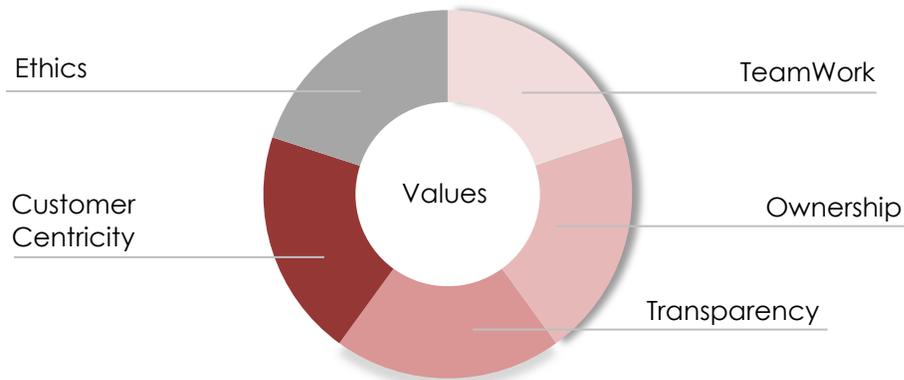
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VISION

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

VALUES



Business Responsibility is one of the key focus areas for the Bank. Key initiatives and progress on Business Responsibility agenda are also periodically reported to the Board of Directors. The Bank has set-up a Board-level Corporate Social Responsibility (CSR) Committee to oversee the CSR agenda of the Bank. The Committee meets at half-yearly intervals, and as and when required to review the implementation of CSR Policy and activities, and strategically guide future endeavors.

The Bank has implemented policies on Environmental Management, Safety of Women Employees at Workplace and Human Rights to further strengthen the implementation of Business Responsibility agenda. The applicable policies have been framed taking into account relevant stakeholder expectations and are periodically reviewed for their efficacy. The policy owners in the Bank are entrusted with the responsibility to ensure effective implementation of the policies. The adherence to policies prescribed by the Reserve Bank of India (RBI) is periodically monitored by the Compliance department.

This disclosure on Business Responsibility is aligned to the nine principles of National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Business published by the Ministry of Corporate Affairs, Government of India. The requirements under Clause 55 of the Listing Agreements as prescribed by the Securities and Exchange Board of India (SEBI) are mapped to this disclosure through an Annexure.

## PRINCIPLE 1: ETHICS, TRANSPARENCY AND ACCOUNTABILITY

The Bank and its subsidiaries accord utmost importance to ethical and transparent behavior of their employees and relevant stakeholders. Ethics and Transparency are the Bank's core values. There are policies and processes set-up at various levels across the Bank to guide its employees in fair dealings with different stakeholders and ensure compliance to regulatory and voluntary norms applicable to the Bank. The Bank is sensitive to its accountability towards various stakeholders and strives to protect the stakeholder interests in an ethical and transparent manner. Compliance to ethical standards is a continual journey for the Bank. Inculcating a culture of ethical behavior is a key practice at the Bank to ensure effective implementation of policies and is supported by periodic reviews and audits.

### 1.1 Policy framework for ethics, transparency and accountability

The Bank and its subsidiaries are committed to achieve highest standards of corporate governance and have institutionalised a robust corporate governance framework to support this objective. Various policies and Codes of the Bank form a solid foundation for the Corporate Governance framework and are supported by strong risk management and compliance processes and systems.

*Please refer to the 'Clause 55 Annexure – I' of this report for list of key policies and Codes.*

The Bank has adopted a voluntary Code of Commitment to Customers based on codes and standards of Banking Codes and Standards Board of India (BCSBI). The Code places customer interest at the core and elucidates banking practices followed by the Bank to ensure fair and transparent dealings with its customers. The Bank has put in place a Code of Commitment to Micro and Small Enterprises to give a positive thrust to the Micro and Small Enterprise (MSE) sector by providing easy access to efficient banking while promoting good and fair banking practices. The Bank has also established policies such as Fair Practices Code, Code of Right Selling for Liability & Investment Products, Code of Conduct for Direct Selling etc. to protect customer interest while soliciting business and providing services.

Code of Conduct and Ethics that sets minimum requirements for ethical and acceptable employee behaviour guides every employee of the Bank. The Code mirrors the Bank's value system on aspects related to but not limited to ethics, conflict of interest, and bribery and corruption. Adherence to Code by all employees is mandatory. All employees have to undergo mandatory e-learning module on the Code and confirm the acceptance of the Code. To effectively disseminate the application of the Code, scenario based questions are flashed on the employees' desktops and laptops at the start of the day. The Bank also conducts sessions and trainings on the Code.

The risk management architecture of the Bank is oriented towards balancing the trade-off between risk and return. The Bank has established comprehensive policies on prevention and reporting of frauds and anti-money laundering. These are further augmented by policies on information security, outsourcing of financial services and whistleblowing. The policies are supported by processes and procedures with risk evaluation and risk mitigation measures well documented for various risk categories. The Risk Management Committee (RMC), a committee constituted by the Board, approves policies related to risk, and reviews various aspects of risk arising from the businesses undertaken by the Bank.

Accountability towards ensuring compliance to various regulatory and voluntary requirements is set at various levels within the Bank. The Compliance function of the Bank continually strives to instill a culture of compliance through monitoring and review of compliance levels backed by various enablers such as dissemination of regulatory changes and spreading compliance knowledge

through training, newsletters and direct interaction. The Compliance function also updates the management of the Bank as well as the Board of Directors on the status of compliance and changing regulatory environment. The Bank has a comprehensive program on Compliance Monitoring, which consists of Compliance Testing apart from theme based reviews, key compliance indicators, self-certifications and tracking of open issues till resolution. Enterprise-wide Governance Risk and Compliance (EGRC) Framework, an online tool, has been implemented by the Bank to proactively identify and manage various risks ranging from business aspects to operational and reputational risks, utilizing a repository of processes, regulations, compliance indicators, risk indicators and incidents occurring during the course of normal business. Round-the-clock transaction monitoring happens to generate alerts in real / near real time, to detect fraudulent or suspicious transactions through an Information Technology(IT) enabled system (both online and offline).

Sensitising and creating awareness among employees on ethics and prevention of frauds is a key process of the Bank to proactively reduce instances of fraud. Periodic newsletters and employee communications such as 'Ethical Times', 'Fraud Awareness Series' and 'Compliance Ontrack' are disseminated to employees to provide information and insights on frauds detected by the Bank and actions taken, incident analysis of industry fraud cases and latest regulatory updates. The employees are also informed of the investigations conducted by Discipline and Ethics Management function for alleged breaches of policies and the actions taken. Discipline and Ethics Management function, which was set up during the year, also shares case studies to disseminate learning to branches and conducts town-hall meetings periodically to develop a strong culture of ethics in the Bank.

Similar to the Bank, all subsidiaries have set their individual Codes of Conduct for their employees and institutionalised policy frameworks for fair practice, customer handling and grievance redressal, and risk management.

Ethics and transparency philosophy is also extended to Axis Bank Foundation (ABF). The Foundation has policies and practices in place to ensure transparency in its dealings with different Non-Governmental Organisations (NGOs), vendors, impact agencies/evaluators etc. ABF ensures that there is no conflict of interest between the Trustees or its employees and the NGO partners it collaborates with. ABF strives towards enabling NGOs to bring in transparency in their operations by helping them to put different policies in place, such as financial management, grant disbursement utilization etc.

## 1.2 Stakeholder grievance redressal

The Bank has established various grievance redressal mechanisms for both external and internal stakeholders. Employees are empowered to report matters of serious concern through whistleblowing mechanism under the Bank's Whistleblower Policy. The Policy also provides for anonymous reporting through a third-party managed web-based application. H-Response is the internal online platform deployed to receive and address employee requests and grievances. The Bank also has laid down process for reporting and redressal of sexual harassment at workplace under its Prevention of Sexual Harassment Policy (POSH). There is an established investor grievance mechanism with the oversight of the Board through Stakeholders Relationship Committee. The customer grievances are handled through procedures established down under the Bank's Grievance Redressal Policy for customers.

*Please refer section '9.2 Customer grievance redressal' of this report for more information on customer grievance redressal mechanism.*

## PRINCIPLE 2: PRODUCTS AND SERVICES DESIGNED WITH ENVIRONMENTAL AND SOCIAL OPPORTUNITIES

The Bank believes that, being a key financial intermediary in the financial system value chain, it is uniquely positioned to promote environmental sustainability and, inclusive and equitable growth through the products and services it offers. The Bank has been actively pursuing the financial inclusion agenda and is also working on the comprehensive financial inclusion agenda unveiled by the Government of India through 'Pradhan Mantri Jan Dhan Yojana' (PMJDY). Under the financial inclusion agenda, the Bank provides Basic Savings Accounts/PMJDY accounts, remittance and payment services for rural and migratory population, and disbursement of Government benefits through Electronic Benefits Transfer. All these products and services are aimed to bridge the financial inclusion gap and bring the underserved sections of society into the fold of formal banking. The Bank also provides micro-lending product for women groups to advance women empowerment. During the year, the Bank has launched 'Asha Home Loans' to cater to the low-income segment seeking loans for affordable housing. The Bank has taken concerted efforts to support key sectors of growth like rural and micro, small and medium enterprises (MSME) sectors through priority sector lending. Financial literacy and consumer education remains vital to achieve larger financial inclusion and provide meaningful banking services to those who have been traditionally underserved. The Bank undertakes various financial literacy initiatives on topics ranging from basics of banking and saving to better manage their credit requirements, debts and generate returns on their savings.

*Please refer to the section '8.1 Social commitments under Inclusive Banking' of this report for more information on the Bank's initiatives towards inclusive growth.*

The Bank is cognizant of its role in promoting environmental sustainability and has adopted two-pronged approach. It continually explores opportunities to reduce the environmental impact of its own operations and aspires to promote environmentally sound businesses and technologies through its lending business. All the project applications are assessed for negative screening list on environment to ensure these projects are not amongst others:

- i. Dealing in banned wildlife related products
- ii. Polluting industries unless the units have clearance from pollution control authorities and have installed effluent treatment plants, and
- iii. Setting up new units consuming/producing Ozone Depleting Substances (ODS) such as ChloroFluoro Carbon (CFC), Halons and units manufacturing aerosol products using CFCs.

These environmental aspects are integrated with credit risk management framework to assess potential environmental risks and the Bank does not finance/refinance firms engaged in above-mentioned products. The project appraisal stage generally includes site visit of the project to assess any adverse impact on the environment and appointment of Lenders' Independent Engineer to advise lenders, on environmental issues, if any, and its mitigation strategies. Appropriate covenants are stipulated to ensure that the projects have put in place requisite environmental safeguards to have minimum impact on the environment.

The Bank has been actively funding projects in areas of clean technology, renewable energy, energy-efficiency and sustainable infrastructure. The Bank has successfully negotiated a Line of Credit of USD 70 million from International Finance Corporation (IFC) to facilitate the funding of projects in areas of renewable energy, clean technology and other energy-efficiency projects. Environmental and Social due diligence as per Bank's 'Environment and Social Safeguard Policy' (ESSP) is carried out for all projects funded through this Line of Credit. The ESSP guides the Bank in giving due importance to Environment & Social (E&S) considerations in appraising and financing projects to avoid, minimize and mitigate adverse impacts and risks to the environment and people who may have been affected. As a minimum, the Bank reviews and expects compliance by project proponents to all statutory environmental approvals while funding projects.

The Bank has also extended corporate banking/credit related services to organizations that are engaged in sectors like renewable energy, waste to energy, waste management, mass rapid transportation, sustainable urban infrastructure etc. which contribute to sustainable development.

A snapshot of the funding towards implementation of such projects, as on 31<sup>st</sup> March, 2015 is as under:

CATEGORY	OUTSTANDING (IN ₹ CRORES)
Wind Power	1,511
Solar Power	703
Biomass	224
Mini-Hydro	251
Waste Processing	598
Mass Rapid Transport	381
<b>Total</b>	<b>3,688</b>

### PRINCIPLE 3: EMPLOYEE WELL-BEING

Employees are pivotal to the Bank's success and growth. The Bank strives to provide its employees an inspiring and collaborative work environment with rewarding careers and ample opportunities for professional and personal growth. Ensuring overall wellbeing of the employees by providing healthy, safe and secure workplace is a priority for the Bank. The Bank has also created a 'Staff Welfare Trust' that helps in promoting cultural activities, sports and other initiatives that help create a healthy work environment. The trust also offers medical support to employees in cases where medical insurance is not covered / sufficient.

#### 3.1 Equal opportunity employment

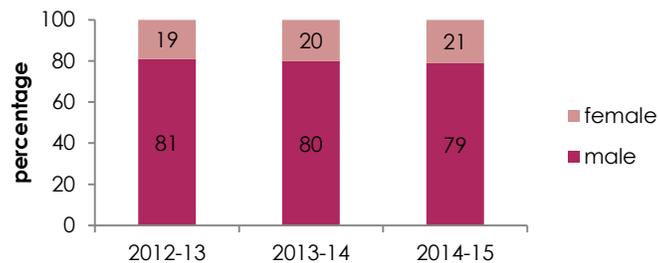
The Bank believes in diversity of workforce to create a vibrant and engaging workplace that promotes inclusion and innovation. The Bank is an equal opportunity employer and has integrated principles of 'meritocracy, fairness and ethics' for people management as part of its Vision. The recruitment strategies of the Bank are aimed at providing career opportunities irrespective of race, religion or gender. Enhancing gender diversity is a key focus area in the people development agenda of the Bank. During the year, the Bank has launched 'Re-Connect', an Axis-Women Alumni Program. Re-Connect focuses on engaging with the Bank's women alumni who had taken a break in their career for various reasons and provides opportunities for those seeking avenues to re-start their career. 'Embrace' is another initiative of the Bank in association with Axis Bank Foundation to provide opportunities for the differently-abled by integrating them into the workforce in our branches.

The total workforce of the Bank as on 31<sup>st</sup> March, 2015 was 42,230.

EMPLOYEE CATEGORY	NUMBER (AS ON 31.03.2015)
Permanent Employees	42,230
Temporary/contract/casual workforce	Nil

EMPLOYEE CATEGORY	NUMBER (AS ON 31.03.2015)
Female Employees	8,672
Disabled Employees	45

### GENDER DIVERSITY



### 3.2 Employee engagement

Employee engagement is an on-going process at the Bank. The Bank has various formal and informal channels of employee engagement. Regular communication through emails and intranet, team off-sites, performance management discussions, town-hall meetings by senior management, trainings, employee suggestion schemes, rewards and recognition programs, key events and festival celebrations, health awareness sessions and fun-at-workplace activities are some of the ways in which the Bank continually engages with its employees on various aspects concerning their professional and personal development.

The Bank conducts the employee satisfaction study – Axis Voices Dil Se – in partnership with Great Place to Work. During the year, 85% of the employees participated in the follow-up survey of Axis Voices Dil Se 2013. The survey measures employee perceptions on work life balance, career opportunities, diversity, collaboration, communication and pride in the organization. The results of the survey have been cascaded across Regions and Departments and have prompted for strengthening of certain key areas such as enhancing work life balance, empowerment, and differentiated experience for high performers. Constant monitoring of branch closure timings, roster leave for branch employees, role-based training programs for employees, leadership development programs for mid-management level, diversified employee recognition platforms, launch of integrated employee portal and flexible compensation planning for better tax planning are some the key initiatives taken by the Bank during the year. Details on some of these initiatives can be found in the subsequent sections.

### 3.3 Learning and development

Learning and development is an on-going endeavour of the Bank to create right competencies across levels to help employees progress in their career. The learning and development needs are identified through multiple processes which include business vision and priorities, competency frameworks and training needs identified through performance management system. The Bank has an online performance management system 'EPACE' wherein employees and their supervisors can identify learning and development needs. The Bank has further institutionalised mid-year performance appraisal process to enable employees, and their supervisors assess the progress and make course corrections if required. Workshops were conducted for skill building of managers and cascade of philosophy of performance management. The learning and development needs are also drawn from competency frameworks. The Bank has a comprehensive 'Competency Directory' for frontline roles like Front Desk Officers and Relationship Managers to develop skills that ensure consistency in customer service and adherence to regulations. Various role-based and work-level trainings are conducted by internal and external faculty.

To promote a culture of 'learning at your desk' and self - learning, the Bank has built up user friendly e-learning platform, Axis Academy for easy access to training. 'Axis LEAP' is an e-initiative rolled out by the Bank on the Axis Academy online platform that offers learning collaterals along with online assessments on products, processes, compliance and customer service to the employees in the branches who form a major part of the Bank's workforce. The program aims to equip the branch resources with requisite knowledge to deliver consistent customer service while ensuring adherence to compliance and risk management guidance. The Bank has created alternate talent pipelines by entering into arrangements with reputed training and education institutes and tailoring the programs as per role requirements and competencies.

The following table indicates the number of employees who have undergone skill up-gradation training and person hours of training imparted during the financial year ended 31<sup>st</sup> March, 2015.

EMPLOYEE TYPE	SKILL UPGRADATION (NO. OF EMPLOYEES)	SKILL UPGRADATION (PERSON HOURS OF TRAINING)
Permanent male Employees	32,919	6,79,872.00
Permanent Female Employees	8,241	1,62,743.50

### 3.4 Leadership and young talent development

The Bank has a strong focus on creating next generation leaders who can support its growth plans. The Bank has various leadership development programs and initiatives across levels to ensure talent management at each level and groom employees for the next level. As part of the leadership development initiatives, the Bank has partnered with best-in-class leadership institutes to coach key position holders and unit heads in the Bank on the fundamentals of leadership, self - development and high performance through a series of 'Inspired Leadership' workshops with a focus on sensitizing and enriching the leadership capabilities within the organization. The Bank has recently launched Top Leadership Development Program, an endeavour to initiate a developmental journey of the top leaders in the Bank. The 'We Lead: Axis Bank – ISB Women Leadership Program', run in partnership with Indian School of Business (ISB), was launched with the objective of building diversity in the leadership talent pipeline within the Bank. With the aim of creating talent management initiatives for mid-level employees, the Bank has launched 'Axis Aspire' which aims towards building our leadership edge and accelerating employee performance and potential for future roles. Axis Ahead, the Management Trainee program is designed to provide training across departments and locations for a

holistic learning experience to the young managers who join the Bank every year from premier B-schools across India. Axis Bank Young Bankers (ABYB) Program is an endeavor by the Bank in association with Manipal Global Education to nurture industry leaders of the future by imparting domain expertise and skill set in the field of Banking with the objective of creating a talent pool of young bankers.

### 3.5 Safe, secure and harassment-free workplace

#### 3.5.1 Safety of employees

Periodic communication and alerts are sent to employees on safety related aspects. Regular fire drills and audits are conducted to ensure that risks related to fire are mitigated. The Bank has also made procedures for fire and security reviews of third-party premises such leased premises, hotels and resorts that the Bank may use for conducting its business, trainings or events. Incident analysis on industry fire incidents and security breaches is communicated to employees to alert them and take safeguarding measures.

Safety of women employees, in particular, is of utmost importance to the Bank. A Policy on Safety of Women at Workplace was rolled out during the year. The policy details safety measures and precautions to be observed at workplace or off-site on work or travel. Escalation points are established at Corporate and Branch level for female employees to raise issues and alert the management. Guidelines on safety aspects related to workplace infrastructure, travel arrangements after 8 pm, emergency helpline and stay arrangement for women employees traveling on work are detailed in the policy. It also provides a forum to report and make suggestions on issues relating to different aspects of safety at workplace. The Bank has tied-up with a reputed institute based out of Mumbai to provide emergency helpline services iCALL for immediate safety response to women employees during any emergency or distress situation. Through BESAFE campaign, the Bank sensitizes female employees on use of the helpline. Self-defense workshops were also organized across the Bank to impart awareness on essentials of self-defense to women employees.

#### 3.5.2 Health and wellbeing

In order to sensitize employees on safe & ethical workplace behaviour, the Bank besides conducting Town-Hall/Awareness sessions for Senior Leaders and Branch Heads, also has conducted theatre workshops / road shows for all employees across the organization. The Bank launched an umbrella program Fit & Fine in 2014 to provide employees with the opportunity to pursue their health, fitness, sports, and recreational interests. Under the Fit & Fine program, various Central and Regional level programs are anchored such as Stepathlon, Marathon, free screenings for common diseases, health talks by clinical specialists, sports training, hobby clubs, etc. The Bank has tied up with Striders, an agency providing specialized training to aspiring marathon athletes. To encourage the culture of walking and promote wellness, the Bank has put into place various sponsorship schemes for Stepathletes with top scores, most



*Toy section at 'Little Steps', crèche set up at the Bank's Corporate Office in Mumbai*

engaged team, most regular Stepathletes, etc. In-house gym facility, yoga centre and aerobic sessions are provided by the Bank at the Axis House, the corporate headquarters. Medical facilities are available at the Corporate Office and other large offices where employee strength is greater than 500 to ensure that any health concerns are adequately addressed. The Bank conducts training interventions for safety and security measures like emergency evacuation drills, fire / life safety training, first-aid training.

### 3.6 Employee associations

While the Bank respects the right of 'Freedom of Association' and collective bargaining, there is no employees' union at present. The Bank ensures that employee grievances are received and addressed through various means such as the Whistle blower portal and H-Response (a virtual help desk for addressing employee's queries). The Bank has also provided various reporting options for employees in the form of Ethics Officer, Chief Compliance Officer, Chief of Internal Vigilance and other such designated authorities for timely escalations.

### 3.7 Fostering a culture of excellence

The Bank has various rewards and recognition programs to encourage and recognise excellence. During the year, the Bank has taken concerted efforts to encourage a culture of excellence towards customer service, compliance towards processes, and innovation at work place at across various levels, at frequent intervals. These recognitions finally culminate into Annual Axis Champions Awards Nite. This year, 45 Champions from across the Bank were felicitated for demonstrating excellence in Ethics, Innovation and Customer Service under separate award categories. The winning anecdotes are featured on the Bank's intranet iAXIS to inspire others to emulate these inspiring examples. One Axis Special Awards is awarded to celebrate the collaborative spirit of employees or teams that have demonstrated business continuity during periods of crisis or disruption during natural calamities through teamwork. Rewards and recognitions are also felicitated at regional, departmental and individual levels.



*Winners with the Bank's MD & CEO at Annual Axis Champions Awards Night function*

## PRINCIPLE 4: STAKEHOLDER ENGAGEMENT

The Bank engages with its different stakeholders in different ways. It has evolved various formal and informal engagement mechanisms to understand stakeholder expectations and concerns. The inputs and feedback gathered from different engagements are analysed and used for improving the Bank's products and processes. The key stakeholders that the Bank engages with include customers, employees, regulators, investors and shareholders, communities, and suppliers and vendors.

The table below provides an overview of stakeholder engagement process for key stakeholder groups.

STAKEHOLDER GROUP	MODE OF ENGAGEMENT	ENGAGEMENT FREQUENCY	KEY ENGAGEMENT TOPICS
Customers	One to one meeting, group meetings, surveys, e-mails, seminars, interaction programs, blogs and social media, grievance redressal mechanism.	On-going	Feedback on products and services, financial literacy, customer satisfaction, product development and design, brand communication, grievance redressal.
Employees	One to one meetings, group meetings, intranet, e-mails, training programs, leadership development programs, performance discussion, rewards and recognition programs, collaborative projects, satisfaction surveys, Town hall & Open House discussions, grievance redressal mechanism.	On-going	The Bank's vision and values, ethics and compliance, risk management, product design, market practices, competency building, safety and security, health and wellbeing, work-life balance, employee benefits, employee engagement activities, grievance redressal.
Regulators	One to one meetings, group meetings, e-mails, letters.	Need based	Compliance, policy matters, risk management in terms of compliance to regulatory and voluntary guidelines, regulatory filings and reports, industry perspectives, collaboration for Government initiatives.
Shareholders and Investors	Roadshows, investor meets, Annual General Meetings, website, e-mails, annual reports, investor grievance mechanism, earnings calls, etc.	Need based, monthly, quarterly, annually	Financial results, business strategies, shareholder returns, and investor grievance redressal.
Communities	One-to-one meetings, group meetings, focused group discussion, letters, e-mails, trainings/workshops, partner satisfaction survey, programmatic reporting.	On-going and need based.	Community development initiatives, financial inclusion and literacy, program management activities, collaboration for Government schemes, capacity building of NGOs, cross-sharing of innovative program interventions, cross-interactions between customers and NGOs.

STAKEHOLDER GROUP	MODE OF ENGAGEMENT	ENGAGEMENT FREQUENCY	KEY ENGAGEMENT TOPICS
Suppliers and Vendors	One-to-one meetings, group meetings, letters, e-mails.	Need based	Techno-commercial negotiations; product/service cost, quality, delivery; service escalations, compliance, labour wage payments, manpower deployment and training.

The Bank leverages the power of digital platforms and social media to engage with wider sections of society. It has presence in key social media platforms and regular updates on the Bank's activities, products, services and offers are posted and shared. The Bank also runs an online blog 'Itsallaboutmoney' to disseminate knowledge on general financial aspects of savings, investments, loans, security tips, consumer rights etc.

The Bank's brand and philosophy revolves around 'Progress On'. As part of the refreshed brand campaign, the Bank has launched a unique initiative '#myideaofprogress'. It is an online platform to engage general public on what progress means to them, share ideas of progress and how they moved closer towards achieving their idea of progress. People can also share their stories of the journey from ideation to action through 'progress diaries'. More than 55,000 entries were received through website and offline registrations across select branches. People could vote for these ideas on the website, on the basis of which the Bank selected daily winners, most voted winners etc. This was followed by a jury selection and the winning ideas will be supported by the Bank to make them a reality.

The Bank believes in the potential of Micro, Small and Medium Enterprises (MSME) sector growth towards contribution to the nation's economy. The Bank has launched 'Evolve' initiative to engage with MSME sector towards skills enhancement. 'Evolve' comprises of series of knowledge sharing sessions conducted across the country to impart knowledge on aspects of leveraging technology for business performance and marketing. The initiative also supports the MSME sector growth and skills development focus areas of the Government of India's ambitious 'Make In India' campaign. The Bank has conducted 31 programs across tier-2 cities during the year.

The Bank conducted the third edition of its annual painting competition for children SPLASH. The initiative aims to provide children a platform to express their ideas on select themes through paintings. This year more than 93,000 children participated in this competition, which was held across 2,497 branches. This is yet another platform for the Bank to engage with customers and consumers in general.



*Children with their participation certificates, Splash 2014-15*



*Partners' training and workshop on "Grant Management Framework of Axis Bank Foundation"*

The Bank engages with vulnerable and marginalised sections of society through its products and community engagement initiatives. Through the Rural and Inclusive banking initiatives, the Bank engages with these sections of the society to create financial literacy and further the agenda of financial inclusion through specialised products. During the year, the Bank has launched 'Asha Home Loans' which caters to low income segment for affordable housing loan options. 'Chhota Recurring Deposit' was launched to enable customers to save small amounts through recurring deposits.

The Bank also engages with the disadvantaged and marginalised communities through the Axis Bank Foundation (ABF) to create a positive impact through community development initiatives. Some of key initiatives as of 31<sup>st</sup> March, 2015 include:

- 49,815 families provided with livestock as livelihood asset
- 10,282 people provided with non-farm interventions such as kumbaya, kantha work, bamboo, embroidery etc.
- 2,97,690 families reached out under health education
- 1,862 community health facilitators trained
- 1,017 artisans were given training and their goods were sold through an online portal resulting into a sale of ₹0.84 crores
- 15,428 sex workers have been provided with alternate livelihood under ABF's livelihood programs; 2,571 bank accounts opened for them and 10,726 children enrolled in schools
- 1,359 visually and hearing impaired adults were placed in various jobs
- 51 special children were trained and placed in various jobs
- 148 drug addicted children were rehabilitated and educated
- 346 disabled students were assisted with aids and appliances

During the year, ABF conducted a Partners' Meet--cum-Workshop on 'Grant Management Framework of ABF' to engage and seek feedback/suggestions from its partner NGOs. 34 NGO partners have attended the workshop and provided key inputs. The outcome of this consultative process resulted in roll out of Grant Management guidelines and manual. This will enable the partner NGOs to bring in systems and processes to meet the requirements of statutory accounting standards and adopt good practices. ABF has also conducted a Partner Satisfaction Survey of its NGO partners to demonstrate a model of partnership and gain feedback of NGO partners on the seven year journey of ABF. The feedback has enabled ABF to strengthen the relationship with NGO partners by customizing the existing approach and methodology, and augmenting internal systems and processes.

*Please refer to section '8.2 Community development' of this report for specific initiatives on engagements with vulnerable, disadvantaged and marginalised stakeholders.*

## **PRINCIPLE 5: HUMAN RIGHTS**

The Bank and its subsidiaries are committed to upholding the dignity of every individual engaged or associated with them. The Bank has put in place a Policy on Human Rights to reaffirm its commitment to human rights. The Policy on Human Rights supplements the Bank's Code of Conduct and Ethics, which lays down the acceptable employee behaviour on various aspects including human rights. Awareness and trainings on Code of Conduct and Ethics are conducted through e-learning modules and classroom sessions / talks to promote a culture of ethics. Scenario based questions are also posed to employees on their desktops to assess their understanding of the Bank's Code of Conduct and Ethics. Employees are provided with incident reporting and grievance redressal mechanism to raise concerns on non-adherence to Code of Conduct and Ethics including concerns on human rights violations. The Bank and its subsidiaries don't engage child or forced labour. Conditions pertaining to compliance

with labour laws including no employment of child or forced labour, providing defined benefits like provident fund contribution, social security such as employee's state insurance, payment of minimum wages etc. are stipulated in contract agreements with suppliers and vendors. ABF also has specific clauses related to human rights, prevention of sexual harassment and non-discrimination described in Memorandum of Understanding (MoU) signed with its partner agencies or NGOs

## PRINCIPLE 6: ENVIRONMENT MANAGEMENT

To systemically guide the Bank's efforts on environmental management, a 'Policy on Environmental Management' has been put in place. The Bank's environmental management efforts primarily focus on areas of energy efficiency (including Green Information Technology initiatives), resource efficiency and renewable energy. The Bank engages with its employee, customers and shareholders to garner support for its 'Green Banking' initiative. The Bank is also cognizant of the environmental impacts of the projects that it lends to.

*Please refer to 'Principle 2: Products and Services Designed with Environmental and Social Opportunities' of this report for more details on environmentally sensitive lending practices.*

### 6.1 Energy efficiency

Energy efficiency is one of the key focus areas for the Bank to reduce its environmental and carbon footprint. The Bank continually explores opportunities to enhance its energy efficiency through efficiency measures such as - monitoring and control of energy consumption, green IT technology initiatives and use of green / star-rated energy efficient equipment and exploring usage of renewable energy wherever feasible.

The corporate office of the Bank 'Axis House' is platinum rated LEED (Leadership in Energy and Environment Design) certified green building. The building has incorporated a multitude of green features at the design stage to help lower its environmental impacts. Some of the key features of the building include maximum use of natural light, use of renewable energy for emergency light in common passage, motion sensors for lighting, star-rated fixtures, recycling and reuse of waste-water through sewage treatment plant, sensors for urinals and wash basins to regulate water use, rainwater harvesting system, 'Greenguard' compliant furniture/fixtures, recycling of dry waste into eco-friendly notepads, low toxicity levels of carpets and furniture, and e-waste disposal through Government approved vendors. Preference is also given for green features in the leased premises for branches and other offices.

The Bank has implemented a smart 'Remote Managed Service' for energy efficiency in some of the branches. This enables the Bank to centrally monitor and regulate energy use at its offices. The architecture of this service comprises of GPRS based controlling mechanism enabled by software. Through this system, the Bank can centrally monitor the office energy consumption on real-time basis, benchmark energy performance and send reports to different unit managers for proactively improving energy efficiency. This will help the Bank reduce its overall carbon footprint.

Regular E-mailers are sent to all the employees sensitizing them about various do's and don'ts related to the usage of lighting, air-conditioning systems and various other infrastructure services to inculcate a culture of promoting energy efficiency and safe conduct in the business premises.



*A 35kW capacity, solar power installation at Pallavaram branch, Chennai*

Energy usage for Information Technology (IT) infrastructure like Data Centres is one of the major contributors to the Bank's carbon footprint. Concerted efforts are taken by the Bank to continually improve the efficiency for IT infrastructure. Energy consumption of the Data Centre is significantly reduced by shifting to solid-state storage of data which is 80% energy efficient compared to hard disk storage technology. Cold aisle containment measures have been implemented to minimise the energy requirements for cooling purposes. The Bank has also taken up major server consolidation initiative, which would further help in reduction of energy consumption and cooling requirements. The Bank continues to use Virtual Desktop Infrastructures (VDI), which eliminate the use of processors for individual desktops. The Bank also consciously procures only energy efficient desktops and laptops to reduce the energy consumption.

The Bank is exploring opportunities to use renewable energy. A pilot project to utilise solar energy was launched during the year. The pilot project was implemented at 25 locations in urban/semi-urban and rural areas.

## 6.2 Resource efficiency

Paper is a key material resource with environmental impact used by the Bank. Reduction in the environmental impact due to usage of paper is addressed through a multi-pronged approach under the 'Green Banking' program which is based on reduce, reuse, recycle principles. The Bank encourages customers to adopt e-statements. Frequent communications are sent to the customers on availing e-statements in an easy and secure manner. 'Green Banking' message at the ATM alerts the user to avoid printing of transaction slip, if not needed. Customers can set their debit card / credit card PIN at the Bank's ATM or through phone banking in a secure manner, thus eliminating the use of paper for PINs sent through post. The Bank continues to reach out to its shareholders to subscribe for e-copies of its Annual Report, in accordance with 'go green' initiative of Ministry of Corporate Affairs.

Some of key e-statement initiatives and impacts, as of 31<sup>st</sup> March, 2015, are given below.

INITIATIVE	IMPACT
E-statements (Savings accounts, Current accounts, Other retail liabilities/assets products)	29 % of total statements are issued electronically
E-statements (Demat accounts)	83% of statements issued through electronic medium
Demat E-welcome kit	92% of Demat welcome kits sent as e-welcome kit
E-copies of Annual Report	71% of shareholders registered

The Bank has been aggressively pursuing initiatives to leverage technology and reduce paper based processes within the Bank. 'Pratham' is a key initiative of the Bank that continuously evaluates opportunities to improve customer service, reduce operational

risks and enhance efficiency by leveraging technology. Key initiatives such as tablet based instant savings, current and NRI account opening; tablet based instant credit card application and processing; speed banking services through tab devices at branches, insta kits for savings and NRI accounts; and instant replacement of debit cards, not only help in improving customer service but also contribute to significant reduction in usage of paper.

Apart from the focus on reduction of paper use, the Bank consciously procures wheat-straw based paper, which is an environmental friendly option compared to conventional wood based paper. The Bank procured a total of 735 tonnes of wheat-straw paper during the year that is equivalent to 16,975 trees saved from being cut and avoiding 690 tonnes of carbon emissions.

'Green Banking' initiative of the Bank also includes recycling of dry waste collected in offices and branches into note pads, note books and envelopes. Since its inception in August 2011, the program resulted in recycling of 233 tonnes into 10,360 notebooks, 24,650 notepads, 1,000 envelopes and 4,000 bookmarks. Currently, over 80 offices and branches of the Bank in Mumbai and Thane regions are covered under this initiative. Employees are encouraged to Carpool to reduce environmental impact of emissions and contribute to less road traffic congestion.

The emissions and wastes generated by the Bank and its subsidiaries for its operations have always remained well within the limits specified by various local and national laws. No notice has been received by the Bank or its subsidiaries in this regard.

### 6.3 Green Banking: Plant a sapling

'Plant a sapling' program is a consumer engagement initiative, which aims to further the Bank's environment agenda. Under this initiative, the Bank has conducted during the year tree plantation drives across 24 cities and planted over 73,000 saplings.

## PRINCIPLE 7: PUBLIC POLICY ADVOCACY

The Bank along with its subsidiaries works closely with collective trade and industry associations. The Bank, through trade bodies and associations, puts forth number of suggestions while keeping larger stakeholder interest at the core. The Bank promotes policies and initiatives that aim to create efficient and transparent financial system for the country, enhance financial literacy and improve access of banking system to the unbanked areas, and support key sectors of nation building and rural development. The Bank believes in integrated development of the industry by sharing and adopting best practices. The Bank also participates in key projects and initiatives undertaken by the Government and regulators.

Some of the key trade and industry associations where the Bank and/or its subsidiaries are represented include:

- All India Management Association (AIMA)
- Association of Investment Bankers of India (AIBI)
- Association of Mutual Funds in India (AMFI)
- Association of National Exchanges Members of India (ANMI)
- Associated Chambers of Commerce & Industry of India (ASSOCHAM)
- Bombay Chamber of Commerce and Industry (BCCI)
- BSE Brokers Forum
- Confederation of Indian Industry (CII)
- Data Security Council of India

- Federation of Indian Chambers of Commerce and Industry (FICCI)
- Fixed Income Money Market and Derivatives Association (FIMMDA)
- Foreign Exchange Dealers Association of India (FEDAI)
- Indian Banks Association (IBA)
- National Stock Exchange (NSE) Regional Consultative Group
- The India Chief Human Resource Officer's Forum (CHRO)

## PRINCIPLE 8: INCLUSIVE GROWTH AND EQUITABLE DEVELOPMENT

### 8.1 Social commitment under Inclusive Banking

The Bank has a financial inclusion agenda that aims to serve the unbanked and underserved areas of the country by providing access to formal banking system to millions of people who are currently excluded or minimally served. The Bank's agenda is aligned with the four key pillars of financial inclusion promoted by the Government of India – savings, credit, remittances, and insurance and pension. The Bank also continually seeks to explore opportunities to serve the excluded sections of society in a cost effective manner through specialized products and services designed for them. Financial literacy is a key enabler to ensure the success of Bank's financial inclusion agenda.

#### 8.1.1 Promoting savings through formal banking system

Linking the excluded sections of the society with formal banking systems through a savings account is the first crucial step to achieve financial inclusion. The Bank offers basic savings bank account with 'nil' or minimal balance to encourage people to use formal banking systems for saving. The Bank leverages technology to support the delivery of last mile services. It was the first Bank in the country to offer Aadhaar based paperless eKYC accounts for Financial Inclusion (FI) customers. This benefits the customers with a hassle free, speedier process to open accounts.

The Bank is an active partner for the ambitious comprehensive financial inclusion project 'Pradhan Mantri Jan Dhan Yojana' (PMJDY) launched by the Government of India. PMJDY is a national priority initiative launched to link every household with at least one savings account. The initiative in a phased manner aims to benefit the excluded sections of society through financial inclusion services. The Bank has conducted a comprehensive survey across 144 districts to map the levels of financial inclusion. The efforts were then focused to create financial awareness and enable opening of PMJDY accounts.

Key highlights of initiatives for promoting savings through formal banking systems during the year are:

- 79 lac customers served under Financial Inclusion
- 1.20 lac accounts opened through eKYC
- 4.76 lac accounts opened under PMJDY across 551 districts

#### 8.1.2 Providing customised credit services

The Bank understands the requirements of credit services of rural and economically weaker sections of the society. It provides micro-loans to women groups under its 'Axis Sahyog' initiative that aims to empower women groups to undertake income-



*'Asha Home Loan' activity conducted for BEST drivers and conductors at Mumbai*

generation activities, which can supplement their overall household income and contribute to improvement in their standard of living. The women form Joint Liability Groups to access micro-loans from the Bank. The women customer along with her spouse is also covered through insurance to manage emergency situations. The initiative is currently active in six states of Bihar, Madhya Pradesh, Uttar Pradesh, Odisha, Karnataka and Maharashtra. The Bank has tie-ups with Business Correspondents to extend similar micro-loans in the state of Tamil Nadu and Gujarat. During the year, the Bank has launched 'Asha Home Loans' to serve the Low Income Group (LIG) segment. Traditionally, the LIG segment is underserved by commercial banks due to lack of specialised products for them and perceived high risk factors. 'Asha Home Loans' is step towards inclusion of LIG segment to meet the basic needs of shelter by owning a home. The product is tailored to suit the LIG segment with affordable housing

loan options. Chhota Recurring Deposit product was launched with an aim to enable customers in financial inclusion space to save small amounts through recurring deposits. The Bank also provided credit related services to Non-Banking Financial Companies and Microfinance Institutions, which further cater to the excluded sections of society.

The Bank is active in promoting Farmer's Clubs across the country. The initiative is mainly for providing an open platform to all the farmers in the geography wherein they are trained on various agricultural practices for improvement in productions. The program is conducted in association with NABARD and they are made aware of various schemes of Government. Further, under this initiative, the technical team helps the farmers to know the soil health and advises about required treatment. During the year, the Bank has conducted farmer engagement programs on various other aspects like financial literacy, post-harvest management and advanced agricultural techniques.

Key highlights of initiatives for providing customized credit services during the year are:

- 2.93 lac customer base served for microloans with cumulative disbursements of ₹492 crores
- Over 5,500 LIG customers served through 'Asha Home Loans' with ₹650 crores of affordable housing loan disbursements

### 8.1.3 Supporting easy access remittance and payment services

The Bank provides easy access remittance and payment services catering to rural, migrant and economically backward population. The remittances can be made in three modes: cash to account, account to account, and account to cash. This is especially beneficial for migrant workers to send money to their dependents in villages. The Bank also has leveraged technology to promote mobile enabled banking services in partnership with SuvidhaaInfoserve, retail chain aggregator and leading telecom operators – Airtel Money Services Limited and Idea m-Commerce. The remittance and payment services are powered by a network of Business Correspondents (BC) and Customer Service Points (CSP). Customers can also avail services such as mobile and Direct-to-home (DTH) recharges, utility bill payments and loans re-payments through Customer Service Points.

The Bank supports credit and disbursement services for various Government benefits (wages/pensions) through Direct / Electronic Benefit Transfer schemes across 28 districts in the country. The Bank has secured mandate to credit and disburse Social Security Payments (pensions), wages under National Rural Employment Generation Act (NREGA) and subsidies like LPG subsidy across various states. The beneficiary accounts are linked to benefit schemes through Aadhar enabled bank accounts. The beneficiaries can avail disbursements in cash through Aadhar authentication mechanism after benefits are credited in their accounts. The disbursements

are supported by network of BCs and CSPs who are provided with micro-ATMs (biometric handheld device) to facilitate door-step banking.

Key highlights of initiatives for supporting easy access remittance and payment services during the year are:

- 35.18 lac beneficiaries covered for Government to Consumer (G2C) payments of ₹973 crores
- ₹3,924 crores of Consumer to Consumer (C2C) transfers handled through 1.09 crore remittance transactions
- 22.77 lac transactions through Aadhar Enabled Payment Services (AEPS) processed amounting to ₹126 crores

### 8.1.4 Financial Literacy

Lack of financial literacy is a one of the major hindrance to achieve wider financial inclusion. To address this issue, the Bank conducts various financial literacy initiatives to educate people on basic financial concepts like need and importance of savings, insurance, investments for future, pension planning, loans, credit limits, repayments etc. Financial literacy equips people with knowledge to manage their financial lifecycle needs better and make informed decisions about various financial products based on their risks and returns. The rural branches of the Bank conduct at least one financial literacy camp in a month using the broad based financial literacy module developed by Reserve Bank of India. Imparting financial literacy is incorporated into the 'Axis Sahyog' micro lending initiative wherein the women groups have to undergo Compulsory Group Training (CGT) on financial aspects before the loan is disbursed. The Bank has conducted survey to ascertain financial inclusion levels as part of PMJDY initiative. The survey platform was also used by the Bank to impart financial literacy in districts covered for the survey. Financial literacy is imparted to beneficiaries of the Axis Bank Foundation livelihood programs to educate them on basic financial aspects. They are then provided with basic savings accounts and loan products to enhance their livelihood opportunities. The Bank also conducts 'Train the trainer' program on financial literacy for Business Correspondents who in turn disseminate the financial literacy in villages. Apart from these specific initiatives, the Bank also uses digital and radio platforms to create consumer awareness on financial aspects.



*Financial Literacy Initiative at a rural location*

*Please refer to '9.2 Customer Engagement and Privacy' section of this report for more details on consumer awareness initiatives.*

### 8.2 Community development

The community development agenda of the Bank is guided by its 'Policy on Corporate Social Responsibility'. The CSR initiatives as per the stated policy are undertaken by Axis Bank Foundation and/or the Bank directly.

Axis Bank Foundation (ABF) was formed by the Bank in 2006 to create a positive impact on society and environment through focused initiatives. In 2014-15, ABF served 239 districts across 26 states in the country. It primarily works in areas of sustainable livelihood, education and emergency medical services for highway accidents. ABF has worked with over 100 NGOs across the country to reach out to more than 5 lac beneficiaries. The Foundation was awarded by Forbes (Philanthropy Awards 2014) as an outstanding corporate foundation in recognition of its initiatives that have been taken for impacting the community in a positive way through its sustainable livelihood programs.

## 8.2.1 Sustainable Livelihoods

Creating sustainable livelihoods is a key thrust area of ABF. It focuses on a multitude of areas such as agriculture promotion, vocational skills building, women empowerment and preserving arts and culture through its initiatives to create sustainable livelihoods. ABF's initiatives on promotion of agriculture focus primarily on natural resource management to help farmers better utilise natural resources to improve farm productivity. Initiatives on sustainable agriculture practices such as organic farming, prevention of soil erosion, renewable energy use for irrigation etc., have been undertaken under agriculture interventions. The success of such projects has inspired national and state level functionaries to promote similar concepts and projects. For example, the 'Pashu Sakhi' model of building cadre of community animal care service providers (mostly illiterate women of the villages) implemented by ABF's partner NGO has been adopted under National Rural Livelihood Mission (NRLM) for replication. Another example is the tank development model being implemented by ABF's partner NGO DHAN. The project was recognised as an illustrated institutional model by the Ministry of Water Resources and was mentioned in the guidelines on irrigation work issued by the Ministry. Vocational skills' training is another key intervention area to promote sustainable livelihoods. Vocational training is provided to the unemployed youth, persons with disabilities, tribal communities originally associated with poaching etc. to promote sustainable livelihood by helping the beneficiaries secure jobs or pursue entrepreneurial activities. The Foundation also serves



*SHG meeting organized by an NGO – Samaj Pragati Sahyog*

extremely marginalised groups like poor and destitute, victims of commercial sex exploitation and trade etc., by providing them a livelihood asset and relevant skill training to enhance their livelihood opportunities. Women Self-Help Groups (SHGs) are formed through ABF activities. The SHGs are provided with financial access through bank linkages and supported with market linkages to help them sell their products. This is also a key initiative of ABF in association with the Bank towards financial inclusion of these beneficiaries. ABF has also undertaken a healthcare training program which promotes livelihood and is independent of Government subsidy scheme like Asha workers.

### ***Sustainable Livelihoods Programs (cumulative as of 31<sup>st</sup> March, 2015)***

CATEGORY	PROGRAMS (NOS.)	BENEFICIARIES (NOS.)
Agriculture	13	2,92,281
Vocational Training	6	58,596
Artisans	1	21,368
Co-operatives	1	7,636
Others	3	37,365
<b>Total</b>	<b>24</b>	<b>4,17,606</b>

ABF has conducted impact assessments for eligible livelihood projects by engaging reputed independent institutions/agencies. Some of the key impacts for livelihood projects, as highlighted by the study, are:

FINANCIAL IMPACT	SOCIAL IMPACT
<ul style="list-style-type: none"> <li>• Increase in income (Target of 50% increase in incomes was overachieved in most cases)</li> <li>• Placement of trainees (Target of 70% of placements of trainees which was achieved in most cases)</li> <li>• Increase in savings</li> <li>• Increased linkages with banks and other financial institutions</li> <li>• Increase in household assets</li> </ul>	<ul style="list-style-type: none"> <li>• Woman empowerment, primarily in terms of an increase in,               <ul style="list-style-type: none"> <li>▪ Social inclusion</li> <li>▪ Decision making (local level bodies)</li> <li>▪ Financial independence</li> <li>▪ General awareness levels</li> </ul> </li> <li>• Education for children</li> <li>• Health and sanitation</li> </ul>



*Project Parivartan, to provide skills training to the disabled, launched by the Bank's MD & CEO*

Project Parivartan: In association with a Hyderabad based NGO, Youth 4 Jobs, ABF launched a skills training program for the disabled. The program aims to train around 8,000 people with speech, hearing and movement disabilities across 18 training centres across various states of the country over next 4 years. An integrated course in things like basic communication skills, life skills, computer skills, physiotherapy and more would be provided to the participants through residential programs.

## 8.2.2 Education

ABF's education programs focus on primary and secondary education, special education for children with disabilities and vocational skills for children. ABF programs support anganwadis and government schools in improving quality of primary education. The children in some rural areas are also provided support in terms of supplementary education to help them in their progress. Initiatives towards providing special education for children with disabilities are undertaken. To prepare school children for livelihood opportunities, vocational skills training is provided for children from VIII to X standards.

### *Education initiatives (cumulative as of 31<sup>st</sup> March, 2015)*

CATEGORY	PROGRAMS (NOS.)	BENEFICIARIES (NOS.)
Primary & Secondary Education	3	51,023
Supplementary Education	2	33,493
Special Education	8	7,571
Vocational Training	2	2,505
Others	4	40,599
<b>Total</b>	<b>18*</b>	<b>1,35,191</b>

*\*Some of the programs operate in two different categories*

For the education programs, the impacts highlighted by the impact assessment study are given below:

SUPPLEMENTARY EDUCATION	PRIMARY/SECONDARY EDUCATION
<ul style="list-style-type: none"> <li>• Increase in academic performance in Senior Secondary Certificate (SSC) exams,</li> <li>• Decrease in failure rate</li> <li>• Increase in students securing First Division</li> <li>• Increased awareness levels</li> <li>• Prevention of child marriage</li> <li>• Literacy extending beyond girl child into the family</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in attendance from 79% to 84%</li> <li>• Reduction in child labour and greater enrolment in schools in age-group (6-14 years)</li> <li>• Participatory model, including community, parents, gram panchayat members, school management committee etc., in school processes</li> </ul>

### 8.2.3 Healthcare

The Bank has been partnering with Lifeline Foundation since 2004 and continues to support them now through Axis Bank Foundation. Through Lifeline Foundation, ABF provides support for highway accident management and evacuation of accident victims to nearest care centers.

#### *Highway rescue initiatives (cumulative as of 31<sup>st</sup> March, 2015)*

	RAJASTHAN	MAHARASHTRA	GUJARAT	WEST BENGAL	KERALA	TOTAL
Accident Intervened	1,925	1,664	5,919	NA	NA	<b>9,508</b>
Seriously Injured Victims	2,801	1,915	7,211	501	681	<b>13,109</b>
Minor Injured Victims	472	265	6,083	568	149	<b>7,537</b>
<b>Total Victims</b>	<b>3,273</b>	<b>2,180</b>	<b>13,294</b>	<b>1,069</b>	<b>830</b>	<b>20,646</b>

Through this initiative, First Responder's Training is imparted to relevant stakeholders such as Police personnel, Toll Operations personnel etc. in the science of first aid/pre-hospital trauma care.

#### *First Responder training initiative (cumulative as of 31<sup>st</sup> March, 2015)*

	GUJARAT	RAJASTHAN	MAHARASHTRA	TOTAL
Police	1,959	-	-	<b>1,959</b>
Hazmat	909	872	-	<b>1,781</b>
Toll Plaza Functionaries	784	173	255	<b>1,212</b>
Village Task Force	760	250	757	<b>1,767</b>
Others	341	37	-	<b>378</b>
<b>Total</b>	<b>4,753</b>	<b>1,332</b>	<b>1,012</b>	<b>7,097</b>

### 8.2.4 Sanitation

The Government of India has undertaken sanitation as a national priority under 'Swachh Bharat Abhiyan' with an aim to make a clean India by 2019 as a tribute to Mahatma Gandhi on his 150<sup>th</sup> birth anniversary. In support of this initiative, the Bank conducted a cleanliness and sanitation drive in the vicinity of 438 rural branches. 'Swachh Bharat Saptah' was observed in December, 2014. The Bank staff along with local administration and communities cleaned local areas in support of 'Swachh Bharat Abhiyan', registering a participation of more than 11,000 people apart from the Bank employees.

### 8.2.5 Stakeholder engagement and volunteering

The Bank provides employees with opportunities to volunteer and contribute to community development initiatives. Activities are conducted by ABF throughout the year wherein employees volunteer to help out the disadvantaged people of the society. 'Axis Cares' is a payroll giving programme through which the employees can make voluntary contributions.

Some of the key engagement and volunteering initiatives during the year include:

Blood donation drives	1,685 units collected through 26 drives
Exhibitions	Sale value of ₹0.52 crores through 103 exhibitions by NGOs
Basket of Hope	10,000 kgs of goods (clothes, toys etc.) have been collected through 10 drives

ABF also conducts talks and sessions by experts, partner NGOs and beneficiaries to discuss and share their experience with the Bank employees on pertinent social issues.



*Blood donation drive organized at the Bank's Corporate Office in Mumbai.*



*SPJ Sadhana students' Republic Day performance at Corporate office, Mumbai.*

## PRINCIPLE 9: CUSTOMER VALUE

Customer centricity is a key element of the Bank's ethos and is the cornerstone of the Bank's value proposition for customers. PROGRESS, the Bank's customer service Credo, puts customers at the centre to plan and deliver unique customer value. PROGRESS cuts across the Bank's products, services, processes, competency building, branding and communication to ensure seamless service quality.

**P**roactive in approach  
**R**ight for the customer  
**O**wn the solution  
**G**o deeper  
**R**emove the jargon  
**E**rror free  
**S**implify  
**S**erve enthusiastically

## 9.1 Customer service

The Bank and its subsidiaries continually strive to enhance the customer service through various measures across the value chain from design of products and services to customer feedback and grievance redressal. Customer service is governed at different levels within the Bank. Service Quality Councils at the business level look into the aspects of customer service. The Bank has Standing Committee on Customer Service which involves senior executives of the Bank and representation from customers. At the Board level, the Committee of Customer Service reviews and guides the Bank on customer service.

The Bank's Project "Pratham" is a key strategic initiative which aims at large scale transformation through business process re-engineering that leads to enhanced customer experience and reduced operational risks. The outcomes of project are key enablers to achieve 'make banking simple', a crucial pillar of the Bank's vision.

The Bank leverages cutting edge technology to enhance customer experience and reduce the customer service turnaround time (TAT). Tablets and Kiosks are deployed across branches to provide services in minimum turnaround time. The Bank has already undertaken slew of initiatives such as instant PIN generation (Green PIN), e-welcome kits, service request through SMS, new-age banking app etc., to provide quicker services to the customers. These efforts further were augmented by adopting lean processes and leveraging technology to reduce the overall Current Account Savings Account (CASA) opening time by 60% and loan processing time by 80%. Credit Card Issuance is now a completely paperless activity with customer getting their Credit Cards in one third time compared to earlier. The initiatives are also extended to wholesale banking to continually optimize TAT for various services like LC Issuance, Inward Remittances etc. The Bank has undertaken measures to integrate customer requirements and service provisions on platforms such as internet and mobile banking to enhance customer service and reduce branch queries. The existing customers can link their Aadhar card to bank account through internet and mobile banking while new customers can link it directly at the time of account opening. Smarter 'e-statements' were introduced which provide graphical representation and analysis of customer spends, charges and tariffs to enable customer better understand their savings and spends. Fixed Deposit customers are empowered to make various service requests through Anywhere Banking facility, download Fixed Deposit TDS certificates through internet banking. To support the service quality initiatives, the Bank has implemented 'Axis One View' Customer Relationship Management (CRM) tool which provides 360 degree view of the entire liability relationship of the customer in single screen. It also has unified structure across channels that captures and tracks all the customer interactions across all touch-points.

The Bank has undertaken various initiatives to reinforce the service culture across levels of the organization. The service culture framework consists of creating listening posts for capturing feedback, providing enablers like Dialogue Calls where experts join on calls and discuss process related issues faced by frontline teams, and Alchemy workshops to enhance service orientation. Additionally, one of the key pillars in the service quality framework is Rewards and Recognition framework for service excellence.

The PROGRESS Customer Service Excellence Awards felicitates those employees who have lived the values of the Bank's Customer Credo in their daily work and have thus, made a difference to the standards of customer service in the Bank. 'My Customer' survey was conducted during the year. The survey is service quality survey of the frontline teams and was conducted with an objective to understand the factors that impact the Bank's service standard and ascertain its strengths and areas of opportunities. Also, structured mystery shopping audits were conducted across businesses and across all customer touch points as a formal mechanism to understand customer experience and quality of service.

The Bank provides transparent information on its products through its website which has detailed information on product features, service charges and fees applicable. The customers are also provided with detailed product information through 'Most Important Document' that the customer is required to read and sign-off along with account opening / card application form. Interest rates are published on the website for various deposit schemes. The Bank also has online tools for customers to understand their eligibility, applicable interest rates and service charges for loan products such home loans and car loans. SMS alerts are sent to customers when the charges or fees get triggered or levied in their account. For example, alerts are sent to the customers to maintain desired Average Quarterly Balance (AQB) before quarter so that customers can avoid penalty charges. Similarly, customers are made aware of free monthly ATM transactions available through SMS alerts.

The Bank's award winning eDGE Loyalty Rewards program is a bank-wide loyalty program that rewards customers across their Savings Account, Credit card, Debit card, Current Account, Loans and Forex relationships.

The Bank has launched new and enhanced products during the year that cater to the evolving needs of customers. Burgundy is the new value proposition of the Bank to affluent customers who seek personalized banking and wealth management solutions. Inaam NRI Account, a customized account for those non-resident individuals who don't seek interest on their account balance but need the features and benefits of a personal bank account was launched. 'Asha Home Loans' launched this year is an affordable housing loan option for low income segment. The Bank also launched Micro Recurring Deposit (Chhota Recurring Deposit) product to enable customers, especially from Financial Inclusion segment, to make small savings through recurring deposits.

## 9.2 Customer grievance redressal

The Bank's Grievance Redressal Policy sets out the framework for addressing and resolving customer grievances. Customers have various channels through which they can reach out to the Bank. Customer helplines and email details are provided on the Bank's website. Customers can lodge their complaint on online complaint management system. They can also report their grievances at the branches. All the complaints are monitored centrally. TAT and escalation matrix is well defined to ensure the complaints are resolved in minimum time possible. Three level escalation matrix is established for domestic and overseas customers. Analysis of customer complaints is done in a proactive manner and feedback is provided to business teams to ensure that appropriate mitigation measures are taken. The Bank also undertakes assessment of quality of complaint closures on sample basis to highlight process adherence gaps by branches and backend processing teams. The customer service and grievance redressal initiatives are reviewed at the highest level by the Customer Service Committee of the Board. At the executive level, Standing Committee on Customer Service reviews customer service and grievance redressal initiatives. Customer engagement is also part of the Standing Committee meetings wherein customers share their feedback by participating in the Committee meetings.

	PENDING AS ON 31.3.2014	RECEIVED DURING 2014-15	REDRESSED DURING 2014-15	PENDING AS ON 31.03.2015
Customer Complaints*	7,697	2,31,466	2,29,650	9,513
Investor Complaints	0	431	431	0
Consumer Cases	1,266	214	163	1,317

*\*The information does not include complaints redressed within the next working day*

The subsidiaries of the Bank have also established appropriate customer grievance redressal mechanism. Axis Securities Ltd. uses Customer Relationship Tool 'I-Leverage' to capture all customer interactions and escalated complaints are handled through its Grievance Redressal Desk. Axis Mutual Fund has established a Centralised Complaint Management Cell to analyse complaints. Axis Finance Ltd. has a designated Compliance / Customer Grievance Officer. The company also has an email id, where customer complaints can be posted. Axis Trustee Services customers can approach the Chief Operating Officer (COO) of the company for any grievance redressal. A designated email ID is maintained by the company, where customer / investor can post their grievances.

### 9.3 Customer engagement and privacy

The Bank engages with its customers on a continuous basis. The engagement happens at various levels on key aspects related to the Bank's products and services, complaints and concerns, and financial literacy and awareness. Consumer education is an on-going activity of the Bank. The Bank creates awareness on safe banking practice through email alerts, SMS, blogs and website. Messages on ATMs are flashed to educate consumers on safety of their accounts and transactions. The Bank has an online blog 'itsallaboutmoney.com' which is aimed to impart financial literacy and engage consumers on various aspects like financial products, banking products and services, investments, tax planning, consumer rights and safe banking. A dedicated portal [www.axisbank/wakeup](http://www.axisbank/wakeup) is managed by the Bank to disseminate knowledge on safe and secure banking. TaxAssist is an advisory service by the Bank which provides advice on various tax planning and saving measures at no extra cost.

The Bank directly engages with customers at the branch level through 'Let's Talk' initiative where group of customers are invited to the branch to discuss their banking experience and solicit feedback on changes required. Select customers are also invited to participate in the Bank's Standing Committee on Customer Service meeting with senior executives. The inputs are presented to the Board's Committee on Customer Service. The Bank makes constant efforts to reach to people in their own language to better communicate with customers and consumers at large. The Bank strives to engage with corporate clients on an on-going basis through one-to-one meeting and relationship manager interactions. A structured interaction plan is developed to have proactive engagement with the MSME clients at least once a month through relationship managers. The Bank's subsidiaries also conduct customer engagement and awareness initiatives such as webinars, classroom training, investor awareness programs etc. to disseminate knowledge on industry and product specific aspects.

The Bank is committed to protect the privacy of the customers and has undertaken various measures towards this end. The Bank has put in place well-defined Information Systems Security Policies drawn as per the requirements of international standards, Indian and overseas regulators in which the Bank has operations and the best practices followed globally. A data privacy policy was rolled out to affirm the Bank's commitment to protect the privacy rights of individuals in accordance with Information Technology (Reasonable security practices and procedures and sensitive personal data or information) Rules, 2011 under the IT Act, 2000. Similarly, a policy for employees was developed to guide employees in protecting sensitive data of customers. The

Bank has implemented state-of-art data leakage protection solution for ensuring safety of its confidential data such as customer identity and account information, intellectual property, financial results etc. All electronic data information transmitted to third party agencies is stringently monitored and data encryptions are used to secure the use of such data. Employees are periodically trained on information security policies and measures, and all employees are required to undergo a mandatory e-learning module on information security.

#### 9.4 Customer satisfaction studies

The Bank conducts an annual Customer Satisfaction Survey (CSAT) to assess the perception and expectations of customers on various aspects of the Bank's product, services and brand. At the transaction level, Customer Transaction Survey (CTS) is an on-going survey that is conducted with a sampling of customers to understand their experience with different aspects of the Bank. The insights from the surveys are discussed in the Service Quality Council meetings.

Axis Asset Management Company Ltd. through Axis Mutual Fund seeks feedback from investors on the services provided through EasyCall (toll-free service) facility. Axis Securities Ltd. conducts customer feedback survey for active, inactive and High Networth Individuals (HNI) on various aspects of customer service including quality of research, web interface, trainings etc.

**Clause 55 Annexure - I**

<b>Section A: General Information about the Company</b>		
1.	Corporate Identity Number (CIN) of the Company	L65110GJ1993PLC020769
2.	Name of the Company	Axis Bank Limited
3.	Registered address	"TRISHUL", Third Floor, Opp. Samartheshwar Temple, Law Garden, Ellisbridge, Ahmedabad - 380 006
4.	Website	www.axisbank.com
5.	Email id	brr@axisbank.com
6.	Financial year reported	2014-15
7.	Sector(s) that the Company is engaged in (industrial activity code-wise)	National Industrial Classification 2008 Section K: Financial and Insurance Activities Code: 64191
8.	Three key products/services of the Company (as in balance sheet)	<ul style="list-style-type: none"> <li>• Deposits</li> <li>• Loans</li> <li>• Investments and foreign exchange</li> </ul>
9(i).	Number of international locations	7 (including overseas subsidiary)
9(ii).	Number of National locations	2,589 branches (including extension counters)
10.	Markets served by the Company – Local/State/National/International/	Domestic: Pan India International: Singapore, Hong Kong, Dubai International Financial Centre (DIFC), Colombo, Shanghai. Representative offices in Dubai and Abu Dhabi and an overseas banking subsidiary in the United Kingdom.

<b>Section B: Financial Details of the Company</b>		
1.	Paid up capital (₹crores)	474.10
2.	Total turnover (₹crores)	43,843.64
3.	Total profit after taxes (₹crores)	7,357.82
4.	CSR spend as percentage of profit after tax (%)	1.84% (based on average net profits of last 3 financial years computed as per Section 198 of the Companies Act, 2013)
5.	List of CSR activities	Refer Section '8.2 Community Development' of 'Business Responsibility Report'

<b>Section C: Other details</b>		
1.	Company subsidiaries/joint-ventures	Subsidiary companies <ol style="list-style-type: none"> <li>i. Axis Capital Limited</li> <li>ii. Axis Securities Limited</li> <li>iii. Axis Private Equity Limited</li> <li>iv. Axis Trustee Services Limited</li> <li>v. Axis Asset Management Company Limited</li> <li>vi. Axis Mutual Fund Trustee Limited</li> <li>vii. Axis Finance Limited</li> <li>viii. Axis Bank UK Limited</li> </ol>

		Step-down Subsidiary Companies i. Axis Securities Europe Limited
2.	Subsidiaries participating in Company's Business Responsibility (BR) initiatives	i. Axis Capital Limited ii. Axis Securities Limited iii. Axis Trustee Services Limited iv. Axis Asset Management Company Limited v. Axis Mutual Fund Trustee Limited vi. Axis Finance Limited
3.	Other entities ((e.g. suppliers, distributors etc.) participating in Company's BR initiatives	Nil

Section D (1): Business Responsibility Information		
1.a.	Director responsible for implementation of BR policies, Director Identification Number (DIN)	00237353
	Director responsible for implementation of BR policies (Name)	Mr. Sanjeev K. Gupta
	Director responsible for implementation of BR policies (Designation)	Executive Director (Corporate Centre) and Chief Financial Officer
1.b.	BR Head (DIN, if applicable)	N.A.
	BR Head (Name)	Ms. Manjiri Rele
	BR Head (Designation)	Senior Vice President, Business Responsibility and Sustainable Development
	BR Head (Telephone number)	+91-22-2425-2525
	BR Head (email id)	brr@axisbank.com

Section D (2): BR Information - Principle-wise (as per NVGs) BR Policy/Policies (Yes/No)										
		P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
1.	Do you have policy/policies for....#	Y	Y	Y	Y	Y	Y	N	Y	Y
2.	Has the policy being formulated in consultation with the relevant stakeholders?	Y	Y	Y	Y	Y	Y	-	Y	Y
3.	Does the policy conform to any national /international standards? If yes, specify?	Y*	Y*	Y*	Y*	Y*	Y*	-	Y*	Y*
4.	Has the policy being approved by the Board? If yes, has it been signed by MD/owner/CEO/appropriate Board Director?	Y**	Y**	Y**	Y**	Y**	Y**	-	Y**	Y**
5.	Does the company have a specified committee of the Board/ Director/Official to oversee the implementation of the policy?	Y	Y	Y	Y	Y	Y	-	Y	Y
6.	Indicate the link for the policy to be viewed online?	<p>The following policies are available on the Bank's website <a href="http://www.axisbank.com">www.axisbank.com</a></p> <ul style="list-style-type: none"> <li>Code of Bank's Commitment to Customers</li> <li>Code of Bank's Commitment to Medium and Small Enterprises (MSE)</li> <li>Customer Compensation Policy of the Bank</li> <li>Banker's Fair Practice Code</li> <li>Grievance Redressal Policy</li> <li>Code of Conduct for Directors</li> <li>Code of Conduct &amp; Ethics for Senior Management</li> </ul>								

		<ul style="list-style-type: none"> <li>Policy on Corporate Social Responsibility</li> </ul> <p>The remaining policies being internal documents are only available to the employees through the Bank's intranet.</p>
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	Yes. Policies have been communicated to all key internal stakeholders of the Bank. The communication on policies covering all internal and external stakeholders is an on-going process.
8.	Does the company have in-house structure to implement the policy/policies?	Y Y Y Y Y Y - Y Y
9.	Does the Company have a grievance re-dressal mechanism related to the policy/policies to address stakeholders' grievances related to the policy/policies?	Y Y Y Y Y Y - Y Y
10.	Has the company carried out independent audit/evaluation of the working of this policy by an internal or external agency?	The Head of Departments are responsible for effective implementation of the policies. The Compliance Department monitors the adherence to implementation of policies mandated by RBI.

Section D: BR Information - Principle-wise (as per NVGs) explanation										
		P 1	P 2	P 3	P 4	P 5	P 6	P 7	P 8	P 9
1.	Not understood the principles. . .	-	-	-	-	-	-	-	-	-
2.	Not at a stage where it finds itself in a position to formulate and implement the policies on specified principles . . .	-	-	-	-	-	-	-	-	-
3.	Does not have financial or manpower resources available for the task . . .	-	-	-	-	-	-	-	-	-
4.	Planned to be done within next 6 months . . .	-	-	-	-	-	-	-	-	-
5.	Planned to be done within the next 1 year . .	-	-	-	-	-	-	-	-	-
6.	Other reasons . . .	-	-	-	-	-	-	^Refer to the response below	-	-

^ The Bank along with its subsidiaries works closely with collective trade and industry associations, while there is no specific policy outlined for this principle.

# Principle-wise policies

P1	Compliance Policy, Whistleblower Policy, Anti Money Laundering Policy, Policy on prevention and reporting of frauds, Policy on recognition/rewards for detection of fraud, Code of Bank's Commitment to Customers, Code of Bank's Commitment to Micro and Small Enterprise, Code of Conduct and Ethics, Director's Code of Conduct
P2	Code of Bank's Commitment to Micro and Small Enterprise, Environment & Social Safeguard Policy, Financial Inclusion practices, Credit Policy (SME Priority Sector exposures: Concessionary pricing)
P3	Remuneration Policy, Staff Housing Loan Policy, Staff Rules and Guidelines (covering leave policy, insurance benefits, superannuation scheme etc.), Policy on Prevention of Sexual Harassment, Policy on Safety for Women at Workplace, Policy on Human Rights
P4	Code of Bank's Commitment to Micro and Small Enterprise, Policy on Corporate Social Responsibility Policy, Credit Policy (SME Priority Sector exposures: Concessionary Pricing)
P5	Policy on Human Rights, Code of Conduct and Ethics
P6	Policy on Environmental Management
P8	Financial Inclusion practices, Policy on Corporate Social Responsibility
P9	Code of Bank's Commitment to Customers, Code of right sell for liability & investment products, Policy on outsourcing of financial services, Consumer Lending Credit Policy, Information Systems Security Policies

\* The policies are developed and aligned to applicable legal requirements, RBI norms and guidelines, requirements of listing agreement with stock exchanges, the Bank's internal requirements and best practices.

\*\*The policies are approved by the Board of Directors or Committee of the Board of Directors or senior management of the Bank

<b>Section D (3): BR Governance</b>		
3.a.	Indicate the frequency with which the Board of Directors, Committee of the Board or CEO to assess the BR performance of the Company. Within 3 months, 3-6 months, Annually, More than 1 year	The performance on aspects of BR is reviewed by the Bank's Management Committee, headed by its MD & CEO on periodical basis, and once a year put up to the Board.
3.b.	Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently it is published?	BR Report Frequency: Annual Hyperlink: <a href="http://www.axisbank.com">www.axisbank.com</a>

<b>Section E: Principle-wise Performance</b>		
<b>Principle 1</b>		
1.	Does the policy relating to ethics, bribery and corruption cover only the company? Yes/ No. Does it extend to the Group/Joint-Ventures/Suppliers/Contractors/NGOs/ Others?	Refer Section '1.1 Policy framework for ethics, transparency and accountability of the 'Business Responsibility Report'.
2.	How many stakeholder complaints have been received in the past financial year and what percentage was satisfactorily resolved by the management? If so, provide details thereof, in about 50 words or so.	Refer Section '9.2 Customer grievance redressal' section of the 'Business Responsibility Report'.
<b>Principle 2</b>		
1.	List up to 3 of your products or services whose design has incorporated social or environmental concerns, risks and/or opportunities.	<ul style="list-style-type: none"> <li>• Basic Savings Bank Accounts / PMJDY accounts</li> <li>• Remittance and payments service under Inclusive Banking</li> <li>• Micro loans and insurance products under Inclusive Banking</li> </ul> <p>Refer to Section '8.1 Social commitment under Inclusive Banking' of 'Business Responsibility Report' for additional information.</p>
2.	For each such product, provide the following details in respect of resource use (energy, water, raw material etc.) per unit of product (optional): <ol style="list-style-type: none"> <li>i. Reduction during sourcing/production/ distribution achieved since the previous year throughout the value chain?</li> <li>ii. Reduction during usage by consumers (energy, water) has been achieved since the previous year?</li> </ol>	Not applicable considering the nature of business.
3.	Does the company have procedures in place for sustainable sourcing (including transportation)? If yes, what percentage of your inputs was sourced sustainably?	Not applicable.
4.	Has the company taken any steps to procure goods and services from local & small producers, including communities surrounding their place of work? If yes, what steps have been taken to improve their capacity and capability of local and small vendors?	The Bank does not procure any goods for processing. The manpower services for offices and branches are generally hired from local agencies.
5.	Does the company have a mechanism to recycle products and waste? If yes what is the percentage of recycling of products and waste (separately as <5%, 5-10%, >10%). Also, provide details thereof, in about 50 words or so.	Refer Section '6.1 Energy efficiency' and '6.2 Resource efficiency' of 'Business Responsibility Report'.

<b>Principle 3</b>		
1.	Please indicate the Total number of employees (as at 31.03.2015)	Refer Section '3.1 Equal opportunity employment' of 'Business Responsibility Report'.
2.	Please indicate the Total number of employees hired on temporary/ contractual/ casual basis. (as at 31.03.2015)	Refer Section '3.1 Equal opportunity employment' of 'Business Responsibility Report'.
3.	Please indicate the Number of permanent women employees. (as at 31.03.2015)	Refer Section '3.1 Equal opportunity employment' of 'Business Responsibility Report'.
4.	Please indicate the Number of permanent employees with disabilities (as at 31.03.2015)	Refer Section '3.1 Equal opportunity employment' of 'Business Responsibility Report'.
5.	Do you have an employee association that is recognized by management?	Refer Section '3.6 Employee associations' of 'Business Responsibility Report'.
6.	What percentage of your permanent employees is members of this recognized employee association?	Refer Section '3.6 Employee associations' of 'Business Responsibility Report'.
7.	Please indicate the number of complaints relating to child labour, forced labour, involuntary labour, sexual harassment in the last financial year and pending, as on the end of the financial year.	34 complaints received related to sexual harassment.  6 complaints related to sexual harassment pending.  No complaints related to child labour, forced labour, involuntary labour received.
8.	What percentage of your under mentioned employees were given safety & skill up-gradation training in the last year? <ul style="list-style-type: none"> <li>• Permanent Employees</li> <li>• Permanent Women Employees</li> <li>• Casual/Temporary/Contractual Employees</li> <li>• Employees with Disabilities</li> </ul>	Refer Section '3.3 Learning and development' of 'Business Responsibility Report'.
<b>Principle 4</b>		
1.	Has the company mapped its internal and external stakeholders?	Refer Section 'Principle 4: Stakeholder Engagement' of 'Business Responsibility Report'.
2.	Out of the above, has the company identified the disadvantaged, vulnerable & marginalized stakeholders?	Refer sections 'Principle 4: Stakeholder Engagement' and 'Principle 8: Inclusive Growth and Equitable Development' of 'Business Responsibility Report'.
3.	Are there any special initiatives taken by the company to engage with the disadvantaged, vulnerable and marginalized stakeholders. If so, provide details thereof, in about 50 words or so.	Refer sections 'Principle 4: Stakeholder Engagement', '8.1 Social commitment under Inclusive Banking' and '8.2 Community development' of 'Business Responsibility Report'.
<b>Principle 5</b>		
1.	Does the policy of the company on human rights cover only the company or extend to the Group/Joint Ventures/Suppliers/Contractors/NGOs/Others?	The Bank has formulated an internal Policy on Human Rights.  Refer Section 'Principle 5: Human Rights' of 'Business Responsibility Report' for

		additional information.
2.	How many stakeholder complaints have been received in the past financial year and what percent was satisfactorily resolved by the management?	Nil.
<b>Principle 6</b>		
1.	Does the policy related to Principle 6 cover only the company or extends to the Group/Joint Ventures/Suppliers/Contractors/NGOs/others.	The Bank has put in place Policy on Environmental Management.  Refer to Section 'Principle 6: Environment Management' of 'Business Responsibility Report' for additional information.
2.	Does the company have strategies/initiatives to address global environmental issues such as climate change, global warming, etc? Y/N. If yes, please give hyperlink for webpage etc.	Refer to Section 'Principle 6: Environment Management' of 'Business Responsibility Report' for additional information.
3.	Does the company identify and assess potential environmental risks?	Refer to Section 'Principle 6: Environment Management' of 'Business Responsibility Report'.
4.	Does the company have any project related to Clean Development Mechanism? If so, provide details thereof, in about 50 words or so. Also, if Yes, whether any environmental compliance report is filed?	None
5.	Has the company undertaken any other initiatives on - clean technology, energy efficiency, renewable energy, etc. Y/N. If yes, please give hyperlink for web page etc.	Refer to sections '6.1 Energy efficiency', and 'Principle 2: Products designed with social and environmental opportunities' of 'Business Responsibility Report'.
6.	Are the Emissions/Waste generated by the company within the permissible limits given by CPCB/SPCB for the financial year being reported?	N.A.
7.	Number of show cause/ legal notices received from CPCB/SPCB which are pending (i.e. not resolved to satisfaction) as on end of Financial Year.	Nil.
<b>Principle 7</b>		
1.	Is your company a member of any trade and chamber or association? If Yes, Name only those major ones that your business deals with:	Refer Section 'Principle 7; Public Policy Advocacy' of 'Business Responsibility Report'.
2.	Have you advocated/lobbied through above associations for the advancement or improvement of public good? Yes/No; if yes specify the broad areas (drop box: Governance and Administration, Economic Reforms, Inclusive Development Policies, Energy security, Water, Food Security, Sustainable Business Principles, Others)	Refer Section 'Principle 7; Public Policy Advocacy' of 'Business Responsibility Report'.
<b>Principle 8</b>		
1.	Does the company have specified programmes/initiatives/projects in pursuit of the policy related to Principle 8? If yes details thereof.	Refer sections '8.1 Social commitment under Inclusive Banking' and '8.2 Community development' of 'Business Responsibility Report'.
2.	Are the programmes/projects undertaken through in-house team/own foundation/external NGO/government structures/any other organization?	Refer sections '8.1 Social commitment under Inclusive Banking' and '8.2 Community development' of 'Business Responsibility Report'.
3.	Have you done any impact assessment of your initiative?	Refer sections '8.1 Social commitment under Inclusive Banking' and '8.2 Community development' of 'Business Responsibility Report'.

4.	What is your company's direct contribution to community development projects- Amount in INR and the details of the projects undertaken?	The Bank has spent ₹123.22 crores during the year towards various CSR initiatives.  Refer to Annexure V of the Directors' Report published in Bank's Annual Report 2014-15 for details on the projects undertaken.
5.	Have you taken steps to ensure that this community development initiative is successfully adopted by the community? Please explain in 50 words, or so.	Refer Section '8.2 Community development' of 'Business Responsibility Report'.
<b>Principle 9</b>		
1.	What percentage of customer complaints/consumer cases are pending as on the end of financial year.	Refer Section '9.2 Customer grievance redressal' section of 'Business Responsibility Report'.
2.	Does the company display product information on the product label, over and above what is mandated as per local laws? Yes/No/N.A./ Remarks (additional information)	Refer Section '9.3 Customer engagement and privacy' of 'Business Responsibility Report'.
3.	Is there any case filed by any stakeholder against the company regarding unfair trade practices, irresponsible advertising and/or anti-competitive behaviour during the last five years and pending as on end of financial year. If so, provide details thereof, in about 50 words or so	Nil.
4.	Did your company carry out any consumer survey/ consumer satisfaction trends?	Refer Section '9.4 Customer satisfaction studies' of 'Business Responsibility Report'.



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