



Press Release

Axis Bank launches *We Lead: Axis Bank – ISB Women Leadership Program*

Mumbai, March 6, 2013: Axis Bank, India's third largest private sector bank, recently launched the ***We Lead: Axis Bank – ISB Women Leadership Program*** at the Indian School of Business (ISB), with the objective of building a diversified leadership talent pipeline within the Bank.

We Lead: Axis Bank - ISB Women Leadership Program is the first such premier program in the country to be run in partnership with prestigious business school, ISB. Axis Bank aims at recruiting women students pursuing the Post Graduate program at ISB who are interested in a banking career. The Bank has partnered with ISB for this initiative as it has one of the largest pool of experienced women students in India with over 200 students coming from diverse academic and professional backgrounds.

In the very first year of this Program, 12 women students have been selected for different roles at Axis Bank, upon successful completion of their course.

Speaking on the occasion **Mr. Rajesh Dahiya, President, Human Resources, Axis Bank** said, "Axis Bank is a strong brand recognized for setting high standards of customer service. The Bank has several exciting and challenging roles on offer across departments with tremendous scope for learning and growth. We believe in the unique value women can add to the existing roles available in the Bank."

Speaking on the occasion **Mr. Deepak Chandra, Deputy Dean, ISB**, said, "We are delighted that Axis Bank has chosen to partner with ISB in this visionary initiative aimed at grooming women for leadership positions. ISB is committed to encourage women professionals to take up management education and achieve greater success in their careers."

The Program includes intensive in-house training with faculty from Axis Bank and ISB. The training gives the students an overview of the Indian banking industry with focus on current and future trends and other important areas of banking like retail, corporate, wholesale and consumer business. The Program also focuses on nurturing business leadership skills in the backdrop of current business milieu.

Upon successful completion of the Program and the selection process, the students get an opportunity to work with Axis Bank across diverse roles. Along with this, students are awarded the ***Axis Bank - ISB Women Leadership Certification***.