



## ***Intellectual Capital***

*As one of India's leading financial institutions, we have nurtured a thriving intellectual ecosystem in the country, focusing on best-in-class banking technology and digital innovation. This has not only enabled us to provide industry-first solutions to our customers, but also helped move the banking sector forward. Through dialogue and engagement, we move the needle on diverse subjects, which are material to the Bank and its stakeholders.*

## Partnerships and Collaborations

Axis Bank contributes its expertise and experience to key committees, associations or other formal and informal, industry or multi-disciplinary bodies on pertinent topics. Its leadership sits in or leads pertinent committees at national as well as international bodies.

### Key Memberships

| Axis Bank Representative | Committee  | Organising Body          |
|--------------------------|--|--------------------------|
| Amitabh Chaudhry         | Banking Committee (Chair)  | FICCI                    |
| Ganesh Sankaran          | India Green Bonds Counsel  | Climate Bonds Initiative |
| Neeraj Gambhir           | Global Debt Market Initiatives   | ICMA                     |
| Neeraj Gambhir           | Board  | FIMMDA                   |
| Neeraj Gambhir           | Committee on Treasury & Global Markets - Compliance, Supervision and Information Sharing | RBI                      |
| Deepak Maheshwari        | Committee on WCG - Compliance, Supervision and Information Sharing                       | RBI                      |
| Sanjeev Moghe            | Committee on Cards - Compliance, Supervision and Information Sharing                     | RBI                      |
| Satheesh Krishnamurthy   | Board  | FIAI                     |
| Rajkamal Vempati         | HR Committee   | FICCI                    |
| Sameer Shetty            | Digital Banking Committee  | NASSCOM                  |
| Sameer Shetty            | Digital Banking Committee  | IBA                      |
| Raul Rebello             | National Council on Agriculture  | CII                      |
| Arindam Sarkar           | Managing Committee   | FEDAI                    |
| Prashant Joshi           | Working Group on Corporate Credit  | IBA                      |

\* For FY 2020-21

The Bank also played host to conferences, webinars and other such gatherings on pertinent topics. Notably, on June 25, 2020, Axis Bank co-hosted the first joint government and industry event organised after the announcement of the landmark agri-ordinances by the Government of India, which aim to create 'One India, One Agriculture Market.' The event, with participation from senior government functionaries as well as global leaders from industry and private equity community, was an opportunity for stakeholders across the agricultural value chain to align themselves with the ordinances and understand its impact on the sector.

During the year, the Bank's Treasury vertical hosted a series of online sessions, titled #TreasuryMarketTalks, on pertinent topics with notable Indian and international personalities from the field of finance and economics.

### Thought Leadership in ESG

During the year, the Bank consciously strived to scale its contribution to advancing its ESG priorities in India, participating in pertinent multi-disciplinary groups hosted by national and global entities focusing on specific aspects of ESG.

| Committee/Council/Group            | Organising Body                  | Axis Representative                                  |
|------------------------------------|----------------------------------|--|
| SES ESG Advisory Board             | Stakeholder Empowerment Services | Rajesh Dahiya, Executive Director (Corporate Centre) |
| CII Climate Change Council 2020-21 | Confederation of Indian Industry | Rajesh Dahiya, Executive Director (Corporate Centre) |



## Digital Banking

*We continue to make steady progress in our digital banking journey, which has been a significant contributor to scaling growth and productivity. We have reimagined end-to-end customer journeys and are delivering market-leading and industry-first products and services.*

We have adopted the OPEN approach towards reimagining our customers' digital journeys, which stand for 'Zero' operations orientation using 'Proprietary' in-house capabilities to deliver solutions that are 'Ecosystem' capable and 'Number'-led, i.e. metrics driven.

The Bank has 800+ people wholly dedicated to its digital transformation agenda, including a 110-member full stack technology team across design to development to quality assurance to marketing. We are among the pioneers in data analytics in the Indian banking sector and have a dedicated team of 400+ members comprising data scientists, data engineers and business analysts with strong techno-functional skillsets.

## Digital Banking Footprint

**13.3 Million**

*Unique mobile banking users added*

**9.8 Million**

*Unique internet banking users added*

**250+ DIY services**

*offered on Axis Mobile app*

**88%**

*of all financial transactions were digital*

**4.6**

*Rating of Axis Mobile app*

## Digital Usage During the Year<sup>1</sup>

**284.4 Million**

Unique mobile banking transactions

**83 Million**

Unique internet banking transactions

**8.5 Lakhs**

Merchants transacting per day on Axis UPI Stack

**186 Million**

UPI VPA base cumulative

**17%**

Market share in UPI space

**72%**

Credit cards sourced digitally

**57%**

Personal loans disbursed digitally

**71%**

Fixed Deposits sourced digitally

**40%**

Mutual funds sourced digitally

**71%**

New Savings Accounts opened digitally in FY 2020-21, up from 62% in FY 2019-20

<sup>1</sup> All figures above for FY 2020-21, or as on 31 March 2021, as applicable

## Bring your Own Device

Through the pandemic, the Bank has actively encouraged a large-scale Work-From-Home mandate for its employees and striven to provide all enablers necessary to support them to perform their duties effectively. This included providing pertinent frontline employees the convenience of using their personal devices for sales and servicing activities, wherein the Bank created a Bring-Your-Own-Device (BYOD) environment and rolled out compatible applications across products and businesses. In the year, ~60,000 employees were shifted

**60,000**

Employees on Bring-Your-Own-Device (BYOD) environment

to the BYOD environment and enabled access to critical systems such as CRM on their mobile devices, helping them remain active during the pandemic and serving customer needs seamlessly.

A discussion on the performance of the Digital Banking vertical can be accessed in the 'Digital Banking' section of the Management Discussion and Analysis on pages 96-97 of our Annual Report 2020-21 at [www.axisbank.com/docs/default-source/annual-reports/for-axis-bank/annual-report-for-the-year-2020-2021.pdf](http://www.axisbank.com/docs/default-source/annual-reports/for-axis-bank/annual-report-for-the-year-2020-2021.pdf)

## Business Intelligence Unit

The Bank's Business Intelligence Unit is a team of 400+ professionals with strong techno-functional expertise in data science, artificial intelligence, new-age programming and deep learning frameworks. The Team has successfully delivered cutting-edge solutions in areas such as risk management and operational optimisation.

The Bank's successful navigation of the COVID-19 pandemic was in large part due to the Unit's work on the moratorium strategy, creation of new risk models and scenario analysis, among others.

Details of BIU's work during the year are also provided in the 'Business Intelligence Unit' section of the Management Discussion and Analysis on pages 101-102 in the Annual Report 2020-21.

## Catalysing India's Government Sector

Axis Bank's Government Coverage Group (GCG) covers both liability and asset businesses of a broad range of departments, entities, bodies and PSUs of the Government of India and state governments across India.

Led by the GCG, the Bank is accredited by the Ministry of Finance and RBI for collection of various direct taxes, banking transactions of key Ministries and statutory bodies, disbursement of central pensions, and is empanelled as the sole trustee banker for PFRDA for NPS collections. The Bank offers trade and forex services, and a broad range of digital solutions to the government sector and is a strong partner in national initiatives such as the Smart Cities Mission, Swachh Bharat Mission and Digital India. The Bank is a leading banker for national entities such as the National Highway Authority of India (NHAI).

The key mandates for the Bank are:

### Aadhaar Enabled Payment Services (AePS)

AePS (Aadhaar Enabled Payment Services) is a bank-led model that allows online, interoperable financial transactions at PoS (Point of Sale/Micro ATM) through Business Correspondents (BC)/Bank Mitras of any Bank using Aadhaar authentication. The AePS through BC model has greatly facilitated disbursements of various pension and other government schemes, especially in the rural and far-flung regions.

GCG is in an arrangement with the Bhubaneswar Municipal Corporation in Odisha for enabling pension disbursement using AePS on a pilot basis in select wards of Bhubaneswar, benefiting 20,000+ senior citizens in the city. The Bank plans to replicate this model across the country.

### FDMS - Fund Disbursement and Management System

Under the Government's Digital India initiative, the Ministry of Finance has been directing state governments to follow the Single Nodal Account (SNA) concept for implementing any centrally sponsored schemes towards improving controls and transparency. The Bank's FDMS product operates on the SNA concept wherein all payments for any centrally sponsored scheme made on the portal are deducted from the SNA, and the portal provides virtual (child) accounts for the purpose of tracking and monitoring of such funds.

During the year, the Bank developed and went live with the FDMS solution for two large government departments - the Chhattisgarh Minor Forest Department, which deals with close to 10 Lakhs beneficiaries, and the Andhra Pradesh Sericulture Department, with close to 10,000 beneficiaries.

### PM - CARES Fund

The 'Prime Minister's Citizen Assistance and Relief in Emergency Situations Fund' (PM CARES Fund) is a public charitable trust that has been set up as a dedicated national fund for providing relief to citizens during emergency or distress situation, such as the pandemic presently. The Prime Minister is the ex-officio Chairman of the Fund with the Ministers of Defence, Home Affairs and Finance, Government of India as ex-officio Trustees.

During the year, Axis Bank received the Government's mandate to collect donations for the PM CARES Fund and contributions from individuals, corporates and other entities can be made to the account opened by the Bank through a variety of digital options. Notably, the Bank provides daily customised MIS as required by the Government.

### Supporting Government Agencies during COVID-19

Many of the Government Coverage Group's government clients, including Urban Local Bodies, district authorities, panchayat institutions, and various other state and central departments have been among the country's frontline warriors during the pandemic. Amid these uncertain circumstances, GCG, on the Bank's behalf extended its support to the frontline warriors in every part of the country, helping meet their urgent requirements for health and sanitation materials, medical equipment, and other needs.

### Supporting Urban Local Bodies and Smart Cities

The Bank works with Urban Local Bodies (ULB) and Smart Cities missions across India, offering a wide range of digital and financial solutions benefiting Millions of urban citizens in India.

Notable mandates include:

#### Prayagraj Nagar Nigam and Prayagraj Smart City

Axis Bank successfully implemented the 'One Prayagraj' mobile app in the city of Prayagraj, Uttar Pradesh, offering a range of digital solutions and services to the city's citizens. The 'One Prayagraj' mobile app was awarded the Best Innovative App at the Finnoviti Awards 2021.

#### Faridabad Municipal Corporation

Axis Bank has partnered with Faridabad Municipal Corporation to provide a citizen-centric mobile app.

#### Punjab Municipal Infrastructure Development Company (PMIDC)

Axis Bank has onboarded all ULBs in the Punjab state on the BBPS platform through its integration with PMIDC.

## Aadhaar Sewa Kendra, Leh

Axis Bank has become the first private sector Bank in Leh, UT of Ladakh, to set up an Aadhaar Sewa Kendra at its own branch, facilitating citizens of the Union Territory to avail hassle-free and secure Aadhaar related services.



## eGRAS – Government of Assam

The Government of Assam launched GRAS (Government Receipt Accounting System) as a single window, tax and non-tax revenue collection portal for Assam to route all future collections digitally. The Bank has successfully integrated itself with the eGRAS system for the collection and settlement of various receivables on behalf of the state government.

## Chhattisgarh Minor Forest Produce Federation Limited

The Chhattisgarh Minor Forest Produce Federation Limited is a cooperative organisation created to promote the trade and development of minor forest produce in Chhattisgarh. Axis Bank has partnered with the Federation to implement a complete process automation solution that helps its payments as well as internal management processes.

## Improving Citizen Services

The Bank collaborates with several ULBs and other state bodies to offer a range of digital front-end and back-end solutions. These solutions aimed at improving the delivery of services to citizens, while improving transparency and efficiency.

Key mandates include:

### Digital Collection of Spot Fines

Axis Bank is partnering with cities in India to introduce and implement digital collection of spot fines for traffic and civic violations using GPRS-enabled POS machines. During the year, the Bank partnered with Chhattisgarh Traffic Police for providing 50 POS machines to collect SPOT fines across 12 districts in the state.

## Online Collection of Municipal Taxes

### Port Blair, Andaman and Nicobar Islands

Axis Bank has associated with Port Blair Municipal Council to launch the e-challan system for digital collection of payments and dues.

### Udhampur, Jammu & Kashmir

Axis Bank has enabled android-powered mobile POS terminals for the Udhampur Municipal Council for the collection of taxes and fines.

### Barasat, West Bengal

Axis Bank has partnered with the Barasat Municipality to build an internet payment gateway with integrated POS for digital collection of taxes and dues.

### Patan, Gujarat

The Bank has integrated its collection solutions with the Patan Nagarpalika's Jan Seva portal to enable digital payments of taxes and dues.

## Government e-Marketplace (GeM)

GeM is a one-stop online procurement portal for the Government of India, its various departments and organisations, and for PSUs. The Bank works with several entities in India on their GeM mandates. During the year, the Bank opened the GeM pool and tax collection accounts for the Cantt Board of Mussoorie, Uttarakhand.

## Digitising Fee Collection for Higher Education

As institutions for higher education in India increasingly adopted online modes for teaching, it became equally important for them to equip themselves for digital management of fees and other dues. Axis Bank works with various educational institutions across India on a range of innovative, smart solutions for their fee and overall financial management.

During the year, the key mandates for the Bank included Saurashtra University, Gujarat and the Potti Sreemulu Telegu University, Hyderabad where the University's admissions portal has been integrated with the Bank's Payment Gateway Solution.

## Direct Benefit Transfer

The Bank has entered into an agreement with the Panchayat Samiti of Purusottampur, Odisha for transforming the distribution of old-age pension from cash handouts to direct transfer into a beneficiary's account.