

BUSINESS SEGMENT PERFORMANCE - WHOLESALE BANKING

# Expanding Reach and Convenience

*Our Wholesale Banking business prioritises client-centricity, aiming to deliver unparalleled service through a robust organisational structure and market leadership. An extensive physical reach and digital offerings are ensuring greater access as well as a seamless banking experience to our customers.*

<p><b>Capitals Impacted</b></p> <hr/> <p>FC IC MC</p>	<p><b>SDGs Impacted</b></p> <hr/> 
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Customer focus drives our approach in Wholesale Banking, particularly for Medium Enterprises (MEs), where we have implemented initiatives such as the ‘Evolve’ knowledge series and regular customer satisfaction surveys. Relationship Managers equipped with digital tools and data insights deliver timely solutions, fostering lasting partnerships. Our state-of-the-art Digital Corporate Banking platform, NEO, integrates a comprehensive suite of transaction banking products tailored to clients’ specific needs.



**7%**  
Corporate advances y-o-y growth (Gross of IBPC sold)

**22%**  
Mid-Corporate y-o-y growth

**5%**  
Current Account y-o-y growth

**17%**  
SME y-o-y growth

**11.4%**  
Market share in foreign LC

**1<sup>st</sup>**  
Rank in Debt Capital Markets for rupee bonds

**89%**  
Share of Corporate Advances to clients rated A- and above

**11%**  
Corporate & Commercial banking Fee Income y-o-y growth



## One Axis

Under 'One Axis', we provide comprehensive products and services through our business segments and subsidiaries. In collaboration with Axis Capital, we have executed around 32% mandates with our valued customers. Additionally, our Wholesale Bank has onboarded around 50% of Burgundy Private Relationships this fiscal year.

Axis Trustee has achieved 10% of new business through the Wholesale Banking and Corporate Group. We are proud leaders in BBPS, NEFT, and IMPS transactions.

## Ranked #1 Bookrunner for Local Currency Loans and #2 for India Borrower Loans in 2023 by Bloomberg

## Treasury

We offer a comprehensive range of treasury services, including forex remittances, interest rate and derivatives products, bullion business, money market services, constituent SGL facilities, and retailing of government securities. Our online deal booking platform, FXConnect, provides convenient access for our customers.

Axis Bank ranked 1<sup>st</sup> on Bloomberg DCM league table for 16 straight years.

During the fiscal 2024, the Bank raised ₹3,851 crores through issuance of Infra bonds with a maturity of ten years.

We are currently making steady progress in migrating to a fully integrated state-of-the-art Treasury system as part of our technology upgrade. Phase 1 of the migration was

successfully completed in fiscal 2024 with Phase 2 expected to go live in fiscal 2025.

## Recognised as 'Syndicated Loan House of the Year, India' at the Syndicated Loan Market Awards 2023, by Asia Pacific Loan Market Association (APLMA)

### Performance in Fiscal 2024

As of March 31, 2024, our corporate loan book reached ₹277,086 crores, marking a 7% increase from the previous year (gross of IBPC sold). Notably, the Mid-Corporate and Commercial Banking Group (CBG) segments displayed robust growth. Our Government Business segment remained robust, with gross inflows of ₹27.95 lakh crores in fiscal 2024, contributing to a 4.1% market share in the Government Banking space. Our strategic approach focuses on sector-specific portfolio diversification, enabling us to identify opportunities and manage risks effectively.

## One Axis

 **AXIS BANK FOUNDATION**

 **AXIS SECURITIES**

 **AXIS MUTUAL FUND**

 **AXIS CAPITAL**

 **AXIS PENSION FUND**

 **AXIS FINANCE**

 **INVOICEMART**  
A joint venture of Axis Bank and mjunction

 **AXIS TRUSTEE**

 **FREECHARGE**  
by  **AXIS BANK**

### Digital Transformation and Geographical Reach

With a widespread geographical presence across India, we ensure accessibility and service delivery, fortifying our position as a preferred financial institution nationwide. We acknowledge the importance of both physical and digital presence, and thus maintain a strong branch network while innovating and expanding our digital offerings. Our phygital approach offers flexibility, allowing clients to choose between our extensive branch network and our convenient digital platform.

Additionally, our digitally sourced KPIs reflect the effectiveness of platforms like NEO for Business, showcasing a significant increase in digitally sourced loans. This integration of physical and digital elements enhances our ability to cater to diverse needs effectively.

### NEO for Business

Our digital banking platform stands out with its versatile features, including online account opening, effortless fund transfers, bill payments, trade finance solutions, real-time account monitoring, and customisable dashboards that offer efficiency and convenience to customers.

Whether it is about initiating transactions, monitoring accounts, or accessing tailored insights, our platform empowers customers to manage their financial needs with confidence and ease, ensuring a smooth banking experience at every step. Moreover, NEO seamlessly integrates and enhances capabilities to provide innovative banking solutions to our valued clients.

### Serving MSME Needs

Rapidly expanding, our Commercial Banking Group (CBG) serves MSME needs across the customer value chain with comprehensive solutions from loans to trade/forex to liabilities. This banking segment is being strategically positioned to emerge as the preferred financial partner for MSMEs.

In fiscal 2024, the CBG segment made substantial contributions to Priority Sector Lending (PSL), aligning its efforts with national developmental goals while strengthening its liability portfolio to enhance stability and profitability.





### Taking charge in challenging circumstances

Following the flash floods in Sikkim in October 2023, the water washed away bridges, dams and roads, and unfortunately, many lives were lost. As a result of the calamity, the state capital Gangtok, was isolated from other locations across the state, and there was a severe cash crunch in the region.

The RBI intervened and approached us to help in the delivery of cash in the severely affected locations (i.e. Jorethang Town). Within 24 hours, we had the entire system set up again in Paypro Cash Delivery. Our CCPH, WBP and Branch Banking teams exhibited extraordinary teamwork and were able to deliver cash to our client, a Co-operative Bank. The Bank, in turn, could start providing cash to its customers and branches immediately.



### Voice of the customer

“As per our request, Axis Bank left no stone unturned to make arrangements to cater to our south and west branches in this dire situation. In a matter of two days, the trial run was also successful today. I believe, a lot of effort and man-hours were required from your end for this success in such a short time. The Co-operative Bank is extremely grateful to each of your team members, and every individual involved in this heroic task. We would like to thank you all for your unwavering support to us in this matter.”



Gangtok, the capital town of Sikkim, India