




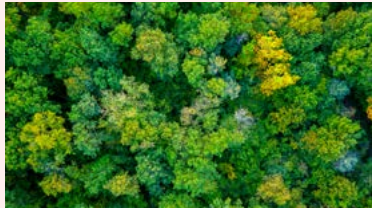




INTERPLAY OF CAPITALS

| | Finance | Manufactured | Intellectual | Human | Social and Relationship | Natural |
|--------------------------------|--|---|---|--|---|---|
| Finance |  <p>Making banking accessible through investment in extensive network of branches, ATMs, Axis virtual centres, and the Bharat Banking Initiative.</p> | <p>Continuous investment in Digital-first product 'open' by Axis towards new features and nudges. Fostering long-term partnerships across digital platforms.</p> | <p>Investments directed towards improving employee learning and development, well-being and recognition contributes to a workforce more resilient and future ready.</p> | <p>Strategically investing in SPARSH to enhance customer delight through personalised services and innovative solutions.</p> <p>Driving positive societal change through impactful CSR initiatives with a dedicated spend of ₹2.69 billion.</p> | <p>Embracing the green way, our ESG Policy drives reductions in energy consumption, GHG emissions, waste, and water emissions. We are also scaling lending activities towards green sectors and developing innovative products like EV and green home loans.</p> | |
| Manufactured | <p>Growth in rural deposits by 12% and rural advances by 30% was facilitated by our diversified domestic reach spanning serving 683 districts through the Bharat Banking initiative.</p> |  <p>Developing in-house capabilities for enhanced customer propositions, SAKSHAM streamlines operations across branches, ensuring smooth functionality.</p> | <p>Ensuring a healthy and safe workplace environment for all. Ensuring timely update of employee policies and conduct of employee engagement initiatives.</p> | <p>Axis Bank aims to integrate the RuSu market into the economy through multi-channel distribution into deeper Bharat markets with high-quality financial services.</p> | <p>Committed to greening our operations, the Bank is invested highly in renewable energy, avoiding GHG emissions, waste management and water conservation.</p> | |
| Intellectual | <p>'open' by Axis contributes ~6% to the Bank's overall business. Our market share of UPI is 26%, which boosts the digital business of the Bank. Additionally, Axis Bank's Business Intelligence Unit (BIU) vertical creates and monetises data assets and forms a crucial part of our business decisions.</p> | <p>Straight-through processing for service requests focuses on instant processing of requests. Our Branch for Future initiative offers virtual branch visits to customers.</p> |  <p>Leveraging technology, the Bank introduced mobility-enabled processes and strengthened system controls to mitigate risks and enhance operational efficiency across the organisation.</p> | <p>There is continuous progress under 'open' by Axis, which is envisaged as Digital Bank within the Bank, keeping the customer at the core. Recently, the Bank launched Project NEO focused on MSME customers. The Bank is also conducting awareness sessions to raise community awareness about social security and entitlements.</p> | <p>Demonstrating commitment towards digital solutions and energy-saving initiatives, the Bank has transitioned numerous physical processes to digital formats. As part of national level ESG and environment committees, the Bank contributes to driving the climate action agenda.</p> | |
| Human | <p>The profit per employee increased by 131%, while the staff cost per employee rose by 11%. Furthermore, our engagement scorecard, Pride by Axis, experienced a y-o-y increase of 2%.</p> | <p>Healthy and talented workforce ensures a robust work culture, timely delivery and guarantees customer satisfaction. Employee absentee rate stood at 1.6%.</p> | <p>Employee self-service transactions surged from 56% to 78%, alongside a substantial rise in end-to-end process automation from 23% to 60%, driven by streamlined workflows. The Bank also actively participates in multiple forums and thought leadership groups advancing Human Capital.</p> |  <p>We developed 'Siddhi', a super app to empower employees to engage more meaningfully with customers. Additionally, all employees are encouraged to participate organised activities.</p> <p>A cross-functional DEI Council drives diversity initiatives across the Bank.</p> | <p>There is active employee participation in various environmental initiatives.</p> | |
| Social and Relationship | <p>Customer satisfaction is evident with a consistent Retail NPS score of 145 to the base of 100. Our CSR initiatives have empowered 8 lakh+ beneficiaries through the Financial Literacy programme and positively impacted more than 1.7 million households under the Sustainable Livelihoods Programme.</p> | <p>Delivering a tailored suite of products to the RuSu markets, total Bharat Banking branches as of fiscal 2024 are more than 2,480. The Bank also contributed towards creating critical social infrastructure such as schools under our CSR initiatives.</p> | <p>2.39 million customers were acquired digitally. With over 14 million monthly Mobile Banking users, Axis Bank has launched and fully scaled up Digital Bank within with Bank.</p> | <p>'Siddhi' Success Metrics Siddhi journeys have 8 - 10 points higher Net Promoter Scores (NPS) leading to increased customer satisfaction. Under Axis Cares programme, employees are encouraged to contribute to the CSR initiatives of the Bank.</p> |  <p>Under the ESG commitments, Axis Bank has committed to planting 2 million trees by 2027 across ecological 'hotspots' in India. The Bank is also working closely with the community in conservation and environmental protection programmes.</p> | |
| Natural | <p>Green Corporate lending portfolio amounted to ₹18,907 crores. Financing for electric vehicles in the two-wheeler portfolio also increased to 3.62%.</p> | <p>Axis Bank's top 3 offices are run entirely on renewable energy. The emission intensity (Scope 1, 2 and 3 combined) per FTE stood at 1.97 in fiscal 2024.</p> | <p>~8.3 million sheets of paper saved in a single month due to Digital Banking initiatives at our branches.</p> | <p>Transition towards new and alternative sources of energy will enhance hiring of people suited to different roles.</p> | <p>Total saplings planted under the ESG commitment by 2024 were 1.33 million. Our CSR initiatives in environmental conservation and biodiversity protection support community livelihoods. The Sustainable Livelihoods programme also focuses on watershed management and water conservation, which is crucial for preserving farmer livelihoods.</p> |  |