

REDEFINING BANKING IN THE DIGITAL-FIRST ERA

Innovating to Accentuate Customer Experiences

Since 2019, we have prioritized digital banking by making substantial investments in developing our in-house capabilities and proprietary technologies. We are continuously developing digital-first products that re-imagine customer propositions for existing as well as new customers.

Capitals Impacted



SDGs Impacted



'open' by Axis Bank – One for All

'open' by Axis Bank is envisaged as a digital bank within the Bank. With 'open' by Axis Bank, the customer is at the core of every conversation and decision. We leverage the expertise of our 2,400-strong workforce dedicated to advancing our digital agenda. This includes 350 full-stack engineers as well as a 55 member design team. Backed by state-of-the-art platforms for DevSecOps and cloud infrastructure, we have led the development of numerous digital products internally. Our focus on continuous innovation has positioned us as leaders in delivering cutting-edge digital solutions, fostering significant growth in digital adoption, usage, transactions, servicing, and sales.

~28 million

Registered customer base for Mobile Banking (MB)

~14 million

Mobile banking monthly active users

29%

Credit cards issued digitally end-to-end

~9.3%

Capex spends on technology infrastructure in fiscal 2024



Our Holistic Approach to Digital Banking

- » Launch and scale up a fully digital bank within the Bank – **'open'** by Axis Bank
- » Port capabilities from **'open'** to the rest of the Bank for assisted digital journeys

'open' operates as an autonomous entity within the Bank, currently contributing approximately 6% to the overall business. Driven by a well-defined, medium-term objective focused on customer acquisition, business expansion, and profitability, **'open'** has demonstrated notable growth over the past three years. There was a 74% increase in assets and 33% in liabilities channelled through **'open'** in fiscal 2024. As we continue to grow and adapt to the digital future, the core values of *'dill se open'* remain the guiding light, which ensures that our offerings are both cutting-edge and rooted in trust and familiarity.

'open' by Axis Bank: Pioneering the Future of Digital Banking

All journeys under **'open'** by Axis Bank are end-to-end digital, encompassing sourcing, sales, and processing. The offerings span a diverse suite of over 25 products covering assets, liabilities, and fee income categories. This includes digital onboarding for savings, salary, and current accounts, and term deposits, as well as secured and unsecured asset journeys for personal, business, auto, and gold loans.

We have made a significant progress towards establishing the Bank as a 'Digital consumer lending powerhouse'. In addition to new product launches, we have also enhanced critical capabilities, such as our leadership in the account aggregator ecosystem. This plays a pivotal role in the underwriting process for new-to-bank customers. Furthermore, the launch of a dedicated partnership lending platform has seen successful market penetration with two major partners.

Partnership-based loans have emerged as a substantial contributor to overall digital lending under **'open'**, with several additional partnerships in the pipeline for both lending and other products.

We have also elevated the mobile banking experience for customers with cutting-edge features that guarantee unprecedented, effortless, and intuitive interactions. We have heavily invested in personalisation, creating over 10,000 hyper-personalised nudges across 2,500+ customer features in the **'open'** app. Complementing this effort is the recently launched 'Just for you' section on the app dashboard. New features like 'One-view' enable customers to link accounts from other banks through the account aggregator ecosystem. We have also launched a 'benefits' dashboard to increase transparency on credit card rewards, benefits, and fees.



'open' is rated 4.8 on both the Google Play Store and Apple App Store with over 2.6 million reviews.

What 'open' by Axis Bank Offers

ASAP

Our ASAP digital savings account is a fully digital journey for onboarding new customers to the Bank. We have designed tailored propositions such as the Amaze savings account, targeted towards young and digitally savvy individuals, offering exclusive benefits linked to spend activation and spend milestones.

~₹31,400

Balance per account

MAXIMUS

This serves as our comprehensive digital lending solution catering to all customer segments. It facilitates 100% digital loan processes, prioritising risk-based pricing and aggregator-driven underwriting.

80%

Disbursements in unsecured lending

Insta Invest

This is a platform which caters to a diverse range of investment opportunities, including mutual funds, digital gold, and PPF to customers while enabling deep engagement throughout their investment journey.

₹69 crores

Fee Income

VISION

This is our video KYC platform, deployed as a micro-service throughout the Bank and accessible to partner applications.

8.22 lakhs

VKYC done every month

OLIVE

Through the 'Olive' programme, we deliver comprehensive digital journeys for credit card onboarding, cross-selling, upselling, and servicing.

72%

Cross-sell and upsell digital

MAVERICK

This is our digital forex solution designed to offer convenience to both existing and new customers.

80%

Share in forex card issuance

Additions to the Product Portfolio in Fiscal 2024

During the reporting period, we expanded our product portfolio by introducing several new customer propositions, while investing in our existing offerings. Notable additions include:

Digital NRI US Dollar FD Journey in Gift City

We launched a fully digital mobile app journey for USD denominated deposits in Gift City for our NRI customer base. This journey is an industry-first, end-to-end paperless solution which simplifies the process of booking, tracking, and managing USD fixed deposits.

Digital Business Loans Platform

We offer end-to-end digital business loans to self-employed customers (individuals/sole proprietors), where the funds are sanctioned and disbursed instantly within five minutes. The journey is seamless and eliminates any physical documentation, thereby providing a robust and quick credit flow to MSMEs.

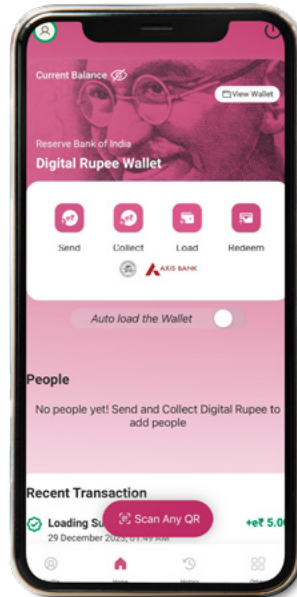
Digital KCC

In association with the Reserve Bank Innovation Hub, we launched a 5-minute journey for availing KCC loans. This journey has the potential to transform the farmer finance business across the country. It eliminates the need for physical documentation as well as the hassle associated with KCC loans, and brings down the TAT for KCC loans from a few weeks to a few minutes.

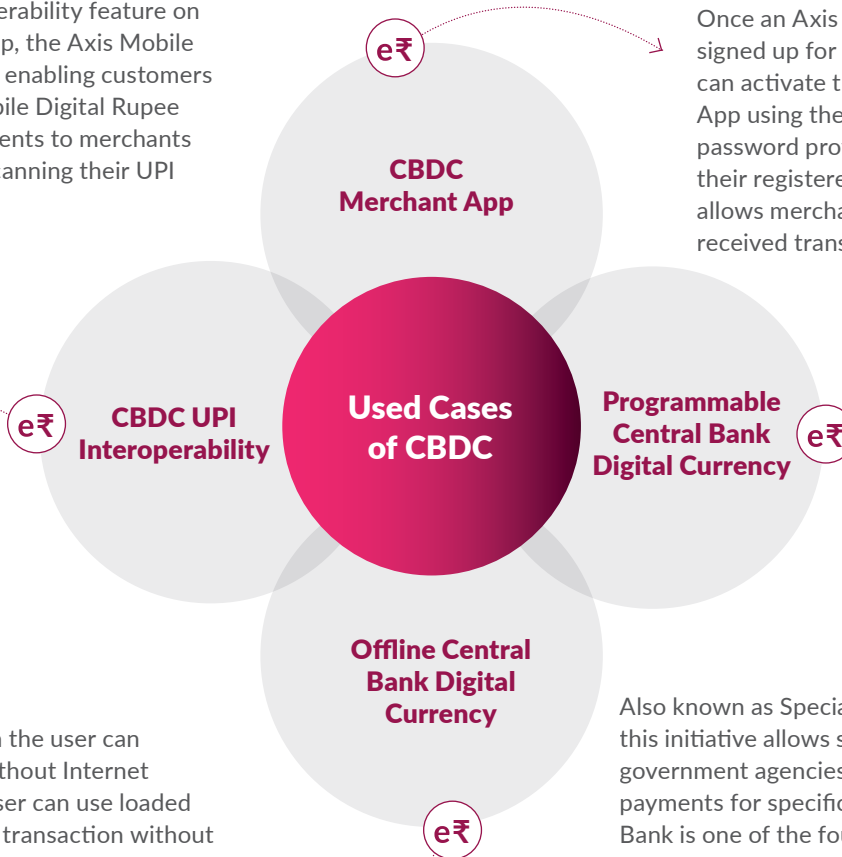


Central Bank Digital Currency

Central Bank Digital Currency (CBDC), also known as the 'Digital Rupee' or 'e₹', is a digital form of legal tender issued by the RBI. It holds the same value as physical currency, is exchangeable with existing currency, and represents a direct claim on the central bank. CBDC allows for digital transactions and value storage akin to physical currency notes. The Bank was selected by the RBI in cohort 3 and launched its CBDC in March 2023. This makes us the first bank in our cohort to go live with CBDC.



In alignment with directives from the RBI and NPCI, we have introduced the CBDC UPI Interoperability feature on our CBDC retail app, the Axis Mobile Digital Rupee App, enabling customers using the Axis Mobile Digital Rupee App to make payments to merchants or individuals by scanning their UPI QR codes.



Once an Axis Bank merchant has signed up for the CBDC wallet, they can activate the CBDC Merchant App using the default username and password provided by Axis Bank via their registered email ID. The app allows merchants to conveniently view received transactions.

A feature by which the user can do transactions without Internet connection. The user can use loaded digital rupee to do transaction without internet. It is launched in CUG by Axis Bank, which is among the two banks to launch Offline CBDC feature.

Also known as Special Purpose Digital Rupee, this initiative allows sponsor entities such as government agencies or corporates to ensure payments for specific benefits. Currently, the Bank is one of the four Banks implementing PCBDC, has successfully completed UAT, and has moved to the implementation stage. It will also be one of the first three Banks to go live with PCBDC.

NEO

With Project NEO, we are on our way to becoming India's best Digital Wholesale Bank. Under the project, customer journeys across wholesale products and services are tailored according to how customers perceive their business, as opposed to a product-led approach. The delivery design is benchmarked against global best practices and takes into consideration the user persona, digital maturity, and the size of the client, from SMEs to large corporates. The continuous investment in our technology stack ensures we are able to leverage the latest advancements, ensuring system resilience, scalability, and agile enhancements.

Our 'NEO for Business' platform, targeting MSMEs, has garnered significant customer engagement, offering both banking and non-banking services seamlessly. Our 'NEO for Markets' platform has also witnessed substantial increase in digital adoption among treasury customers, while the 'Corporate Developer Portal' now offers over 125 'open' banking APIs. The introduction of 'NEO for Corporates', a cloud-based digital banking solution, enables us to scale products rapidly while providing a unified platform across Payments, Trade, Forex, and more. Furthermore, Axis NEO Connect, our plug-and-play solution for seamless ERP integration

with banking API services, is gaining traction across customer segments. As we move forward, our focus on continuous innovation and enhanced offerings leveraging technology remains a core strategic tool in achieving our vision.



A Leading-edge Technical Architecture

We place paramount importance on the technology architecture anchoring our digital strategy and thus maintain a robust technology infrastructure to ensure scalability, resilience, and proactive risk management. Through strategic partnerships and the integration of cutting-edge technologies like AI and data analytics, we remain agile and poised for sustained growth in the digital era.



30

Services live under 'Branch of the future'

~14,500

Man-days saved per month across branches and clearing centres

67%

Service requests catered digitally

8.3 million

Paper savings through Digital Banking per month

45,765

New PPF accounts sourced digitally

~11 million

Non-Axis Bank customers using Axis Mobile and Axis Pay apps

Awards and Recognitions

- » Conferred the 'Most Innovative Use of Martech in BFSI' Award at the Economic Times Martequity awards
- » Demonstrated our digital journeys (CBDC app and Digital KCC) at showcase events organised by RBI during G20 summit discussion



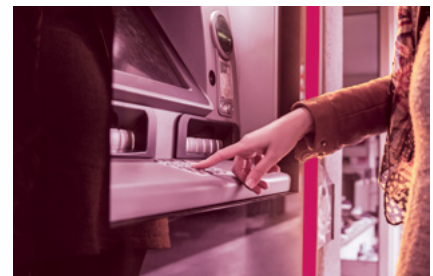
Digital Banking and Transformation—Building an End-to-End Digital Experience for Customers

Our Digital Banking and Transformation (DBAT) team focuses on innovating end-to-end customer propositions to deliver modern financial services. By investing in digital capabilities and adopting an API-centric architecture, we enhance customer and employee experiences, while improving operational efficiencies. The team ensures continual improvement by regularly updating site designs and UI/UX based on customer feedback from multiple channels.



Strengthening our Operational Core for Superior Customer Experience

Saksham, our in-house application, streamlines branch operations by handling transactions, customer service, and sales on a unified platform. It leverages advanced digital authentication for quick transactions and UIDAI services for seamless customer authentication. Using straight-through processing capabilities, the application reduces reliance on paper-based workflows, improving processing time, accuracy, and customer satisfaction.



Automated Branch Services

Automated branch services integrates digital technology within our branches to increase customer convenience and efficiency. This transformative upgrade empowers customers by providing swift and secure access to essential banking services from any location, at any time. We are also augmenting our current services to add vital banking functions such as passbook printing and cheque deposits through digital channels. Our deposit kiosks have efficiently handled passbook printing transactions and cheque deposits, reflecting our commitment to delivering exceptional service through innovation.