

Tech-led Banking

**open,
to win
together.**



Distinctive Solutions



Bharat Banking



One Axis Ecosystem



Empowered Employees

Customer Centricity



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*open,
to win
together.*





'Open', our philosophy, continues to be the driving force behind our transformation. It helps us build synergies, distinctiveness and to be customer-centric. As the financial services market continues to evolve, so do our solutions and architectures. What will remain is our conviction in **'Open'** and its power to deliver customer-centric solutions that help us win together.



A Future Powered by 'Open'

We believe in embracing new opportunities and paving the way for sustainable growth. Our diversified and integrated banking model is designed to combine financial strength, trust, and innovation to help our customers, employees and our communities to overcome challenges and reach their goals.

As India's third-largest private sector bank in terms of total assets, our wide network reaches over a billion Indians, covering every major region in the country, including the hinterlands. With One Axis, we offer the entire spectrum of financial services to varied customer segments. We have empowered people and used technology to deliver delight to our customers all over India and reached a strong financial position.



Vision

To be the preferred financial services provider excelling in customer service delivery through insight, empowered employees, and smart use of technology



GPS Strategy



Growth



Profitability



Sustainability



Strategic Pillars



Customer Centricity



Tech-led Banking



Bharat Banking



Distinctive Solutions



Empowered Employees



One Axis Ecosystem



Integrated Business Lines



Retail Banking

Our retail franchise is focused on deepening our connect with individuals, small businesses and Bharat customers by offering innovative products and transformation initiatives, through our branches and mobile app.

Products and services

Loans, savings and retail term deposits, credit, debit and forex cards, bill payment services, wealth management and third-party products distribution such as life and non-life insurance, mutual funds, government bonds, etc.

21%

Growth in CASA y-o-y

22%

Growth in Retail loan book y-o-y

58%

Growth in Burgundy Private AUM y-o-y

Read more on pg **42**



Wholesale and Commercial Banking

We meet the banking needs of Indian corporates and MSMEs, leveraging our strong value proposition in transaction banking and digital transformation.

Products and services

Loans, current and corporate term deposits, payments, trade finance products, letter of credits, bank guarantees, foreign exchange, derivatives, cash management services and commercial cards.

24%

Growth in Domestic Corporate loans y-o-y

38%

Growth in Mid-corporate book y-o-y

23%

Growth in SME loan book y-o-y

Read more on pg **48**



One Axis

Under the 'One Axis' umbrella, we provide comprehensive products and solutions through our business segments and subsidiaries

Products and services

Investments, broking, asset management, insurance, MSME digital invoice discounting platform, trustee services and payments in addition to services provided by banking segments.

₹2,955 crores

Total investments in subsidiaries

₹6,409 crores

Combined net worth of domestic subsidiaries

₹1,304 crores

Combined net profit of domestic subsidiaries

Read more on pg **56**

Above are standalone figures as on/for year ended March 31, 2023 unless otherwise mentioned

What's New?

Our new 'Priority' and 'Silver Linings' product propositions focus on lifestyle, travel, health and investment benefits. We have also launched new co-branded credit cards with Samsung and Indian Oil.

Unlocking the Potential of Axis

Four years ago, we embarked on a new journey to realise the true potential of Axis. Since then, we have scaled new heights on the back of our One Axis proposition, through which we offer a host of banking and financial services. We also unveiled our GPS strategy which enables us to unlock Growth, Profitability and Sustainability (GPS) as we progress. Finally, with our philosophy of '**Open**', we have built and delivered winning propositions for our stakeholders.

The GPS Strategy



Growth

- Grow deposits materially to fund loan growth
- Step up growth in Wholesale Bank
- Continue momentum in Retail Bank
- Establish leadership in digital and payments
- Scale-up subsidiaries materially



Profitability

- Optimise business mix
- Focus on cost rationalisation
- Sweat existing infrastructure
- Reduce credit cost below long-term average



Sustainability

- Strengthen technology, operations, credit-risk and process excellence that leads to disciplined execution
- Embed conservatism in the Bank's internal policies and practices
- Build resilient communities
- Increased focus on ESG governance and positive financing sectors

Objectives



Deliver world-class customer experience



Leadership in digital and technology



Build India's most profitable Bharat Banking franchise

Backed by our 5 values

CUSTOMER CENTRICITY | ETHICS | TRANSPARENCY | TEAMWORK | OWNERSHIP



Sustained and Consistent Financial Outperformance

Consolidated Profit (₹ in crores)

FY 2022-23 23,172*

FY 2018-19 5,039

*Excluding exceptional items

Subsidiaries' Profit (₹ in crores)

FY 2022-23 1,252

FY 2018-19 385

Consolidated Return on Equity (ROE) (%)

FY 2022-23 18.84*

FY 2018-19 8.58

*Excluding exceptional items

Net Interest Margin (NIM) (%)

FY 2022-23 4.02

FY 2018-19 3.43

Core Operating Profit CAGR# (%)

FY 2022-23 19

FY 2018-19 4

#Compounded Annual Growth Rate (CAGR) for fiscal 2023 over fiscal 2019 period as compared to CAGR during fiscal 2016 to fiscal 2019

Advances Market Share (%)

FY 2022-23 6.0

FY 2018-19 4.9

Credit Card Issuances (million)

FY 2022-23 4.2

FY 2018-19 2.0

Deposits Market Share (%)

FY 2022-23 5.1

FY 2018-19 4.3

Exceptional items comprise (i) full amortisation of Intangibles and Goodwill amounting to ₹11,949 crores; (ii) impact of policy harmonisation of operating expenses and provisions amounting to ₹361 crores; and (iii) one-time acquisition related expenses amounting to ₹179 crores; on account of acquisition of Citibank India Consumer Business. Bank has fully charged to the profit and loss account all the exceptional items in fiscal 2023. The cumulative impact of all the exceptional items on Bank's profit and loss account (net of taxes) is ₹12,354 crores. (Refer note 18.1 of Standalone and Consolidated financial statements)

Above are standalone figures as on/for year ended March 31, 2023 unless otherwise mentioned

Journey to Progress

Strategic Pillars



Customer Centricity

For customers, trust and preferences are based on the quality, responsiveness, and consistency of their experiences. We have empowered our employees to deliver customer delight through human touch aided by technology. Tools like Sparsh and Siddhi enable Axis employees to engage with customers seamlessly in a boundaryless world, thereby building stronger long-term relationships.

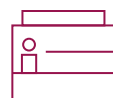
Read more about this on [pg 22](#)



Tech-led Banking

We have a bold vision to underwrite every Indian by the year 2030. With Axis 2.0, our Digital Retail Bank, and with **NEO**, our best-in-class Digital Corporate Bank, we are building alternate data platforms and capabilities to underwrite a significant section of the lendable population, be it salaried or self-employed. Our robust suite of digital banking solutions will be a powerful engine that propels us towards market leadership.

Read more about this on [pg 24](#)



Bharat Banking

We continue to build our offline distribution through our expansion in rural and semi-urban markets under Bharat Banking. In addition, we are ramping up our digital capabilities to expand our reach through multiple channels. Our banking solutions are easily accessible to millions of customers at any place and all the time.

Read more about this on [pg 26](#)