

Burgundy - Building on our Leadership position

Analyst Day 2022

November 24th, 2022



Our key differentiators



1 A leading wealth management franchise with significant scale

2 A truly premium proposition with marque client base

3 Comprehensive product suite offerings delivered through One Axis

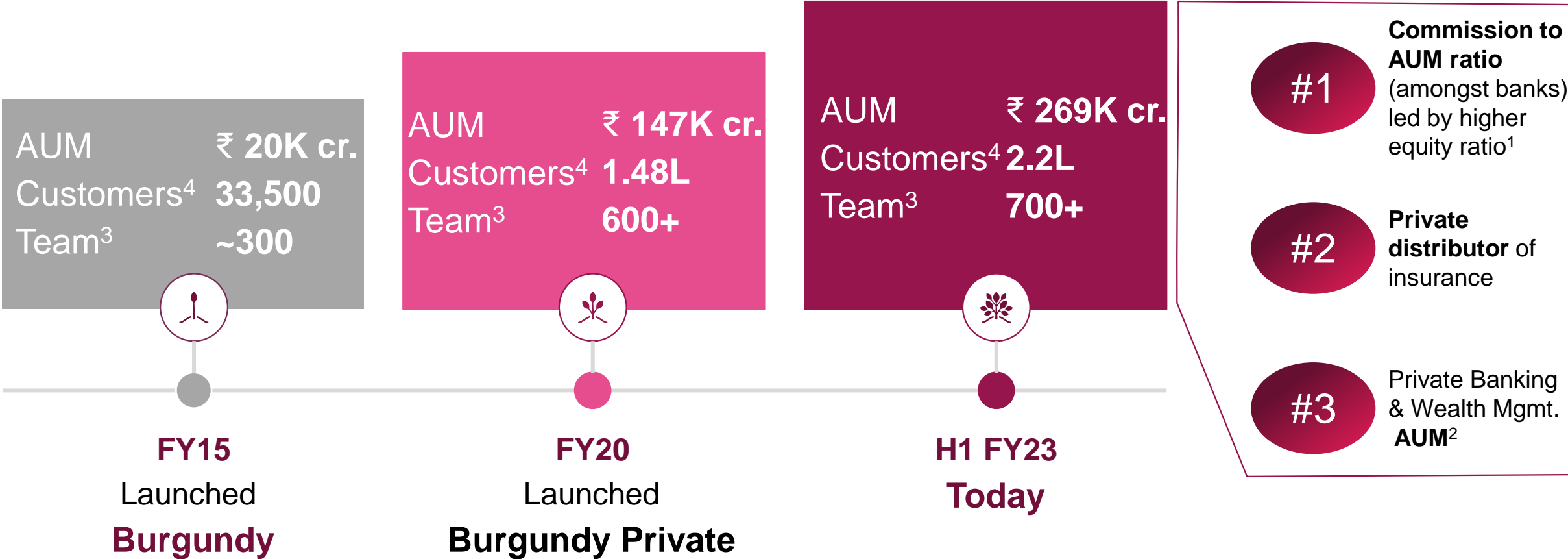
4 Deep relationship driven focus powered by 'best-in-class talent' and 'strong tech backbone'

5 Citi acquisition to accelerate growth ambitions

1 We are a leading player in India's Wealth Management space



Burgundy provides bespoke wealth management services along with the power and stability of a leading bank to its private clients



All numbers for Axis Wealth (Burgundy & Burgundy Private combined)

1. Based on AMFI data; 2. Based on Asian Private Banker Survey 3. Team includes front-line RMs, research team, service team etc.
4. # of unique customers

2

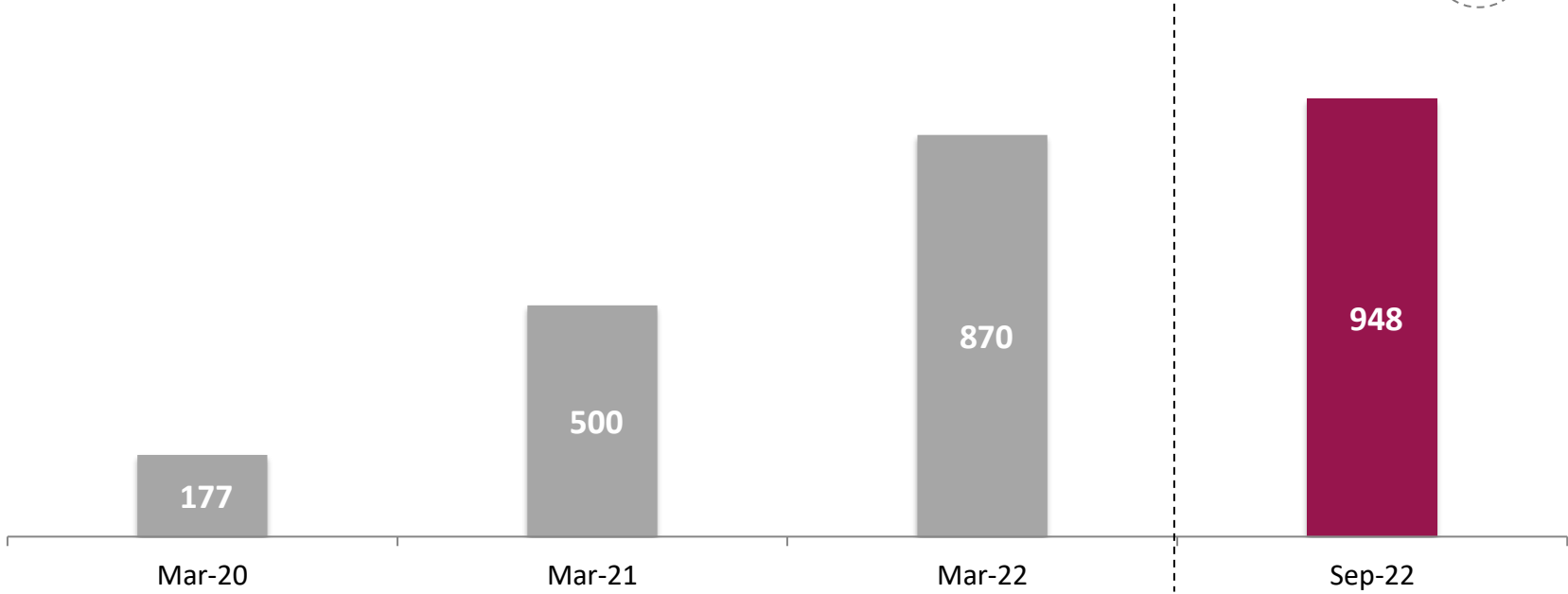
A truly premium proposition with marque client base



Burgundy Private has scaled up rapidly since inception

AUM (in ₹bn)

96% CAGR



No of families
4,050+

 853

3-in-1 metal cards
4,574

 786

No of cities
27

 17



30
 Out of top 100
 Richest Indians



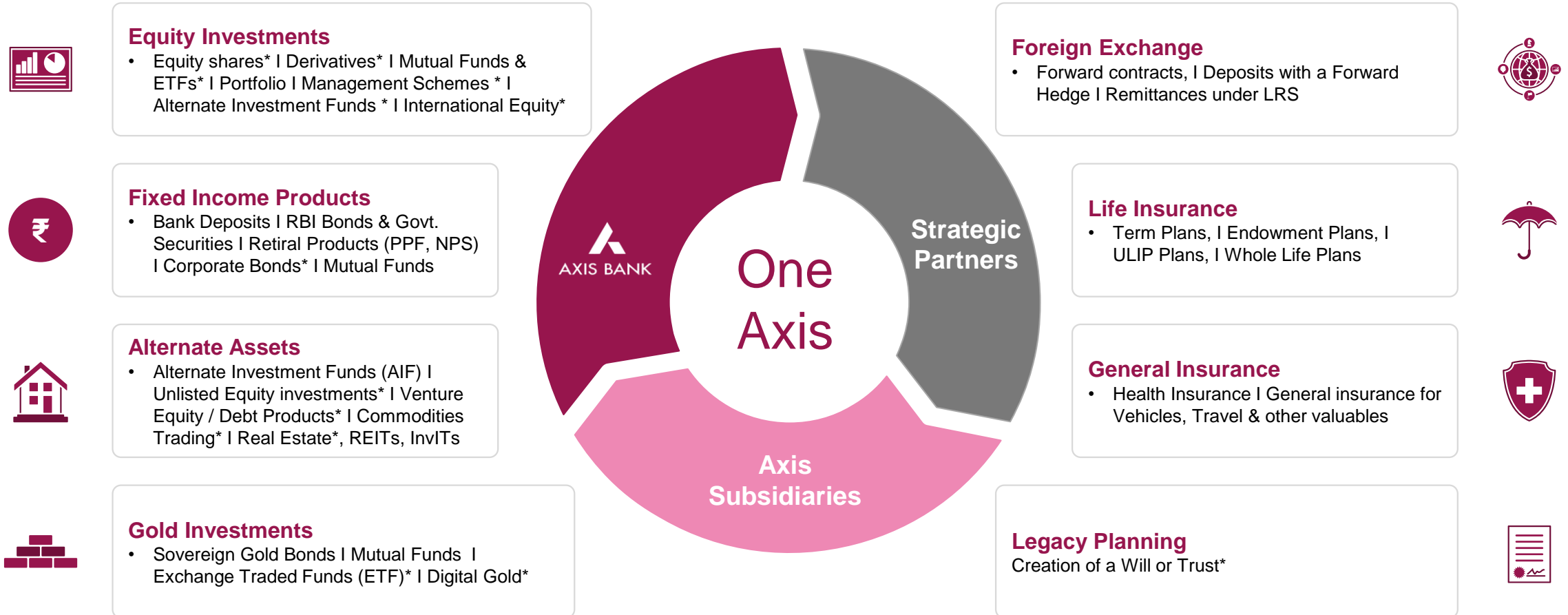
23 Cr+
 AUM per family



6+
 Products per family

Note: All data points are for Sep'22 over Mar'20

Truly holistic suite of offerings (including borrowings, family office solutions) *combining strength of Axis bank, Axis Subsidiaries and other strategic partners*



Best-in-class talent



Seasoned Professionals

- 600+ seasoned RMs** on ground
- **12+ years vintage:** Burgundy RMs
 - **18+ years vintage:** Burgundy Private RMs
- 100+ wealth specialists** on ground
- **15+ years** average vintage



Strong Research Capabilities

- Strong in-house Fixed Income** capabilities
- Equity Research specialist** from Axis Capital & Axis Securities
- Seasoned Product Research** Team

Strong Technology Backbone



Robust tech back-end

- Open API architecture**
- Enables holistic product suite offering by supporting 3rd party integrations
- Scalable & Modular architecture**
- Instant new partner addition/deletion
- Integrated with Axis Systems** ensuring customer 360 degree



Seamless front-end

- Multi-channel orchestration**
- **One Axis One Experience** for customer across all channels
- Seamless simplified STP journeys**
- e.g. MF - 30 second journey

Burgundy Private: Deep relationship driven service architecture



Continues to be 'Preferred Banker' as per Annual Client Excellence Survey 2021

- **82%** ranked Axis Bank as preferred banking partner
- **73%** preferred Axis as their preferred wealth management partner



1:2 Banker to Service Partner ratio

- Among the best in the industry
- Allows for efficient & faster servicing
- Separate dedicated structure for servicing



6-hour TAT for processing key service requests

- Among the best in the industry
- Separate queues and priority processing by staff earmarked to handle Burgundy Private Service Requests



Robust Alternate Service channels

- Proactive Call backs in case of call drops / issue resolution
- Full service IB and MB channel with Straight Through Processing journeys

Citi acquisition to further accelerate our growth ambitions



40,000+

Ready access to highly affluent
Wealth customers



41%

addition to the overall
Burgundy AUM



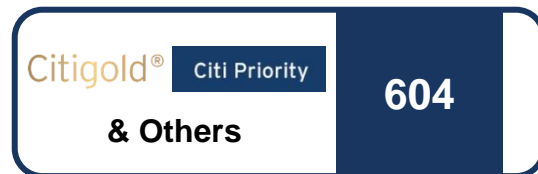
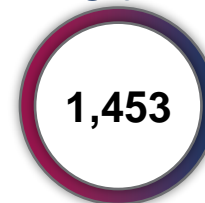
Huge potential to **cross sell Axis Bank's product offerings** to Citi's affluent customer base

(AUM INR Bn)

← **Axis Bank** →

← **Citi*** →

**Axis +
Citi***



3rd largest by combined AUM

53% addition to Burgundy
Private AUM

41% addition to Total AUM

Citi's affluent clientele backed by global best practices in client servicing and operations to complement Axis Bank's Wealth Platform

Awards & Recognitions



Outstanding Marketing Campaign by a Private Bank / Family Office
Global Private Banking Innovation Awards, 2022



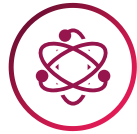
Highly Acclaimed - Outstanding Digital Marketing Campaign by a Private Bank / Family Office
Global Private Banking Innovation Awards, 2022



Best Private Bank for Client Acquisition, Asia
Annual Wealth Tech Awards
Financial Times, UK



Summary: Key growth boosters



Power of One Axis: Truly holistic suite of offerings (including borrowings, family office solutions) combining strength of Axis bank, Axis Subsidiaries and other strategic partners



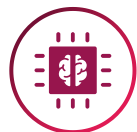
Unparalleled Client Experience across offerings (Axis Bank, Subsidiaries, Third Party): Deep collaboration with manufacturers to deliver customized products as per client needs



Wider Client Coverage: Uniquely positioned to leverage Axis Bank's Group strength and larger Corporate relationships to drive wider client coverage



Geographical Coverage beyond top cities (Beyond 30 cities): With wealth expanding beyond top cities, our deep-tier bank network lends us a competitive advantage over peers



Tech backbone: Quick speed to market (for any new product addition, service partner addition etc.) on the back of our modular back-end API architecture

Thank You

