

Building the best-in-class digital corporate bank

ANALYST DAY 2023

November 23, 2023

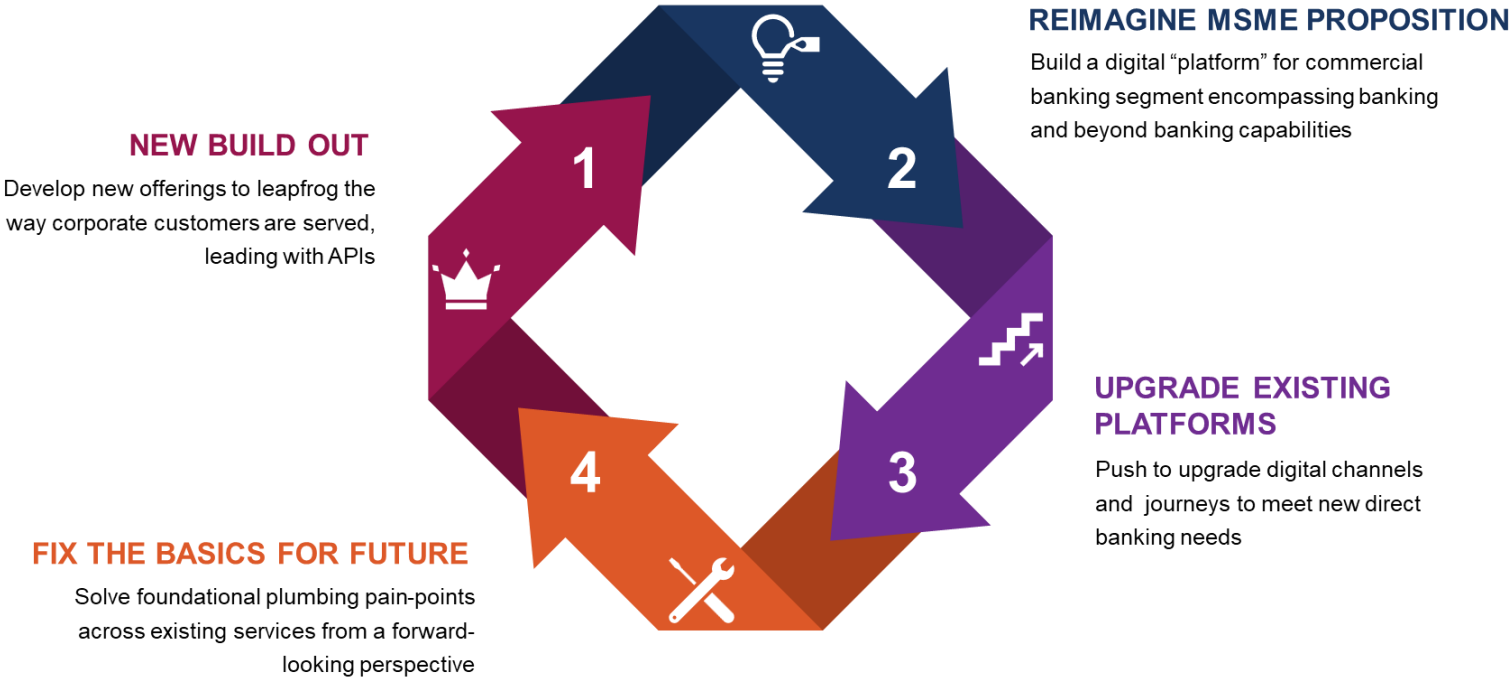


Recap: The *neo* roadmap reflects our ambition to build the best Digital Corporate Bank



Key Callouts from last Analyst Day + Quarterly updates

- Project Neo – Building the best-in-class digital corporate bank
- Leading with APIs for Transaction Banking
- Leveraging partnerships to drive digital Transaction Banking outcomes
- Industry leading and differentiated corporate & MSME platforms



Today's agenda

Continued demonstration of Product-Market fit

- Customers engaged with Neo
- Outcomes thus far
- Market share growth

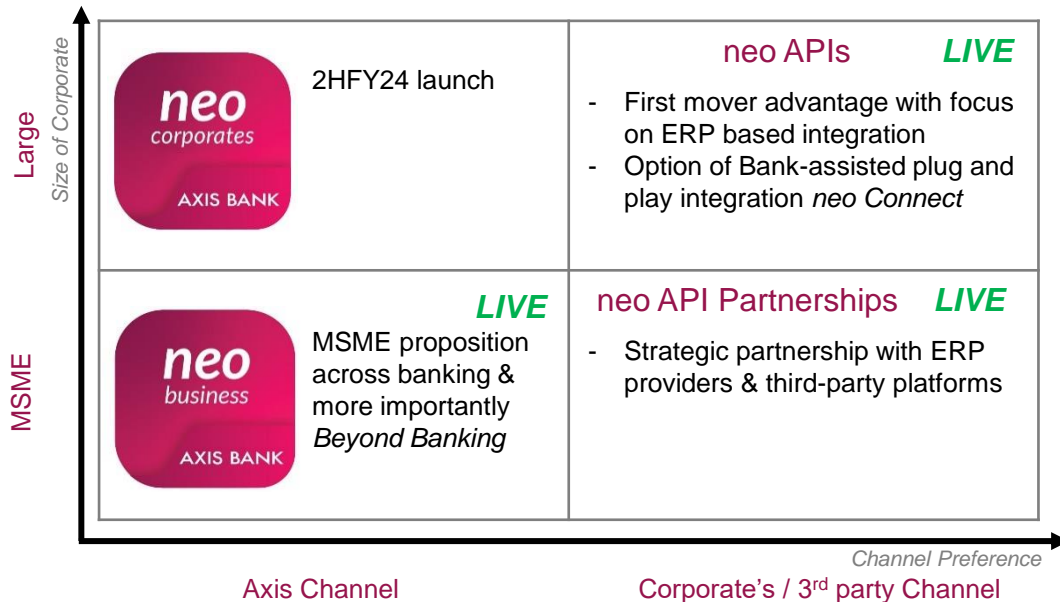
Launch Update: Platforms for Large Corporates and MSMEs

Leveraging partnerships & other digitization initiatives

neo by Axis Bank, our umbrella industry-leading digital initiative, is delivering quality outcomes



Full width of solutions across customer segments and channels



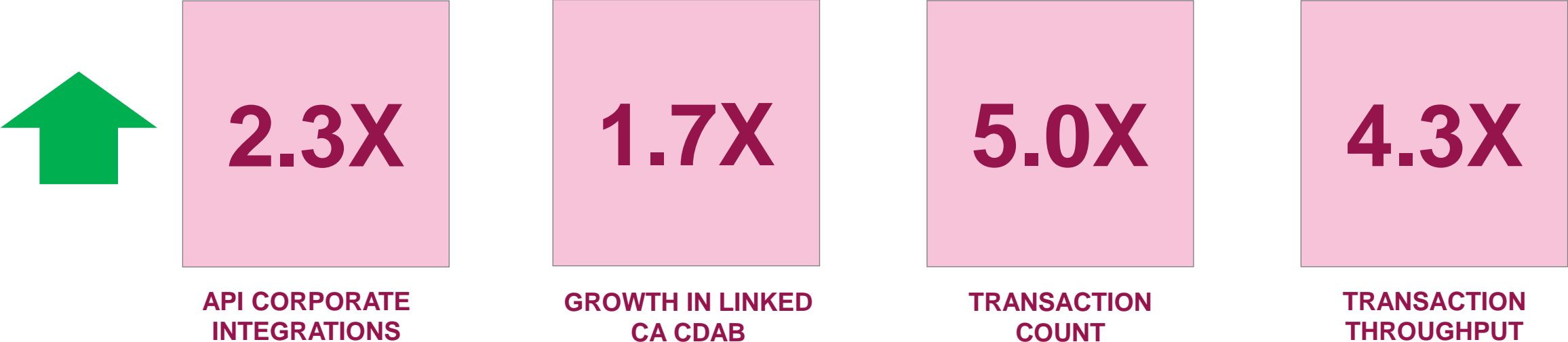
Best-in-class API proposition

- Industry leading Transaction Banking API product suite – depth & breadth of APIs across Trade & Cash
- Industry leading Corporate Developer Portal – end-to-end digital for savvy corporates
- Market leadership in segments of focus
- Speedy integration using *Axis neo Connect*

Industry Recognition on Customer Experience & Innovation



... making us the Transaction Bank of Choice & driving Liability Balances and Fees



... and there is more to come

CDAB growth is Sep'23 over Sep'22
Other parameters are H1 FY24 over H1 FY23

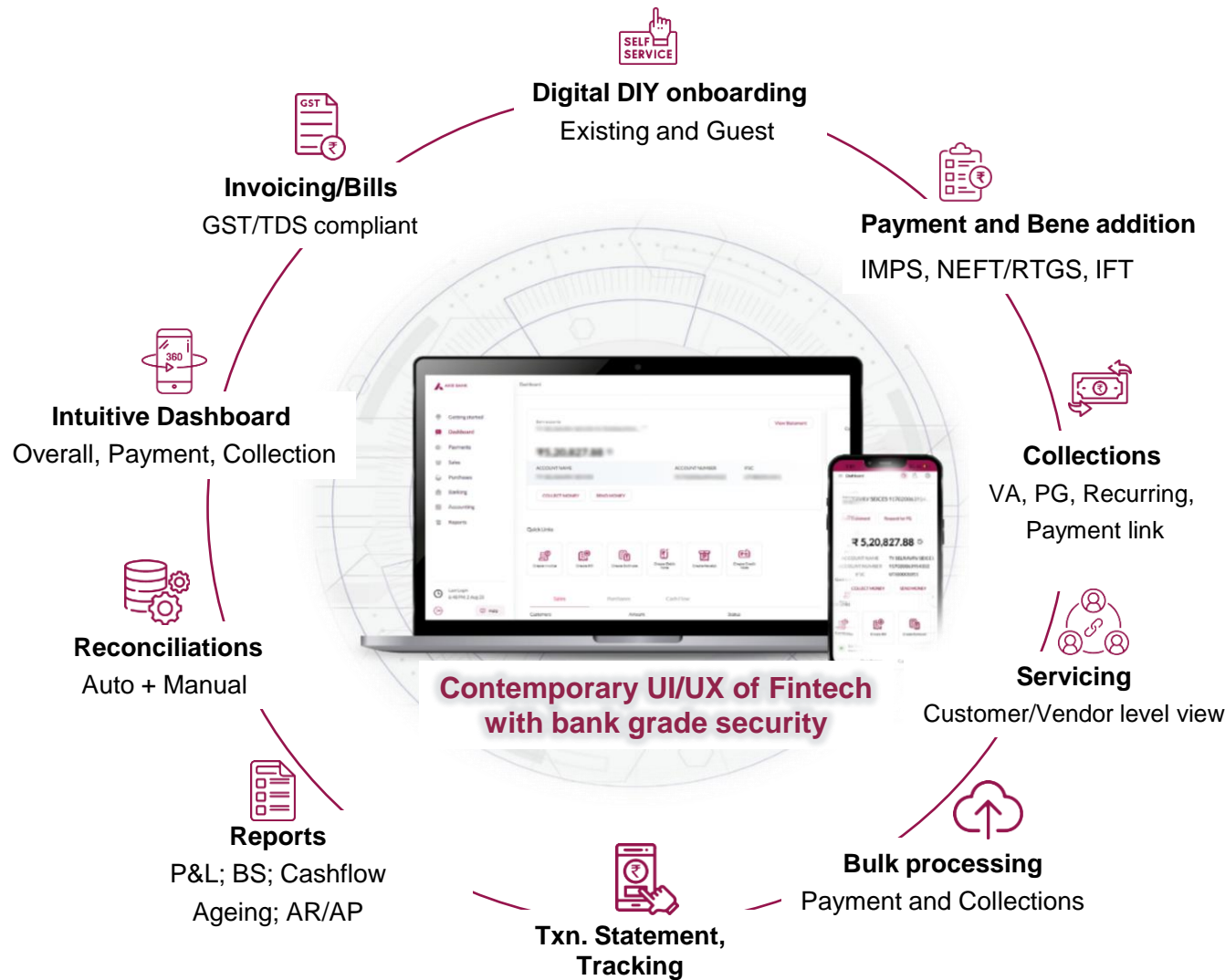


neo API

Here's what our corporates have to say about **neo**

PhonePe

neo for Business, our newly launched MSME platform is starting to deliver liability and fee outcomes



- c.10,000 clients on-boarded in 2 months**
- 35% increase in login active rate ¹**
- 100+ end to end digital journeys**
- Full stack live for liability and Transaction banking use cases**
- Core CA based offering instead of Virtual Account/Wallet**
- Guest user access & referral program designed to boost NTB acquisition**
- Integrated with video KYC journey with same day CA activation**

Available on neo.axisbank.com

¹ Compared to traditional internet banking platform

... powered with an industry-first & fully digital Current Account opening journey

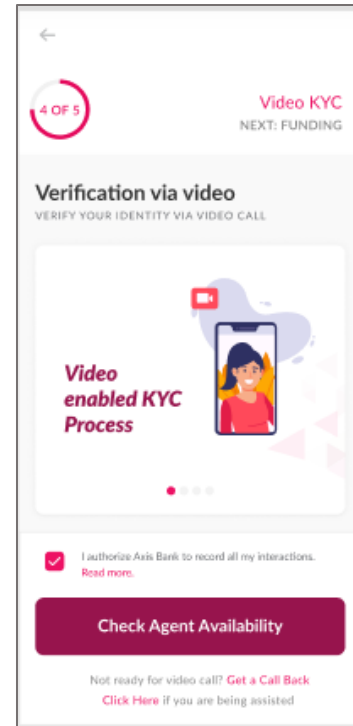
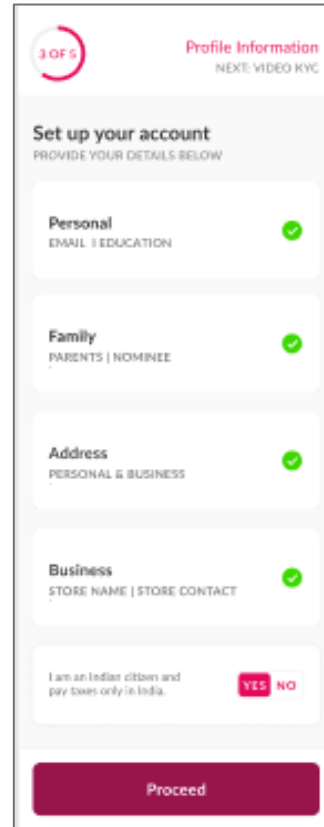
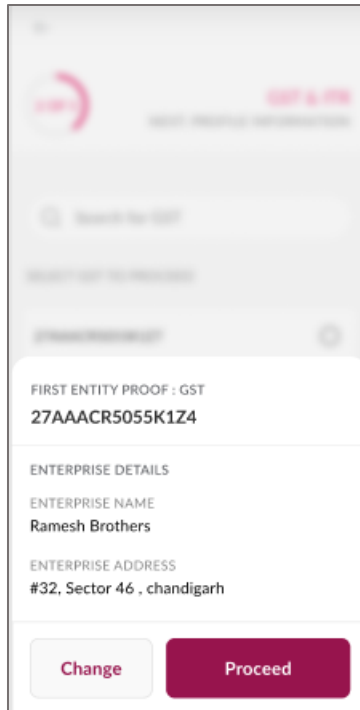
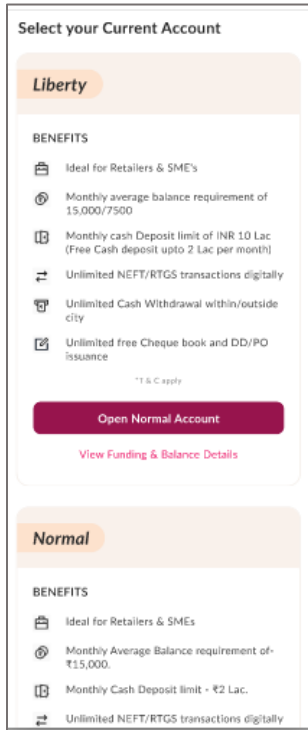


10+ Variants
To choose from

Fully Digital KYC
Aadhaar, PAN,
GST & Udyam

Friendly UI/UX
Limited manual
data entry

Quickest VKYC
Supported in 8
languages



Industry First End-to-End Digital Journey Open A/c 24x7 from anywhere in <20 mins



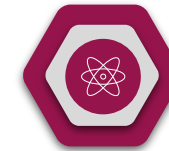
Industry-Wide Lowest TAT Same day Account Opening



100% Paperless Digital GST & Udyam certificates accepted



No Physical Verification Required end-to-end DIY journey



Industry leading digital adoption¹ 99% CA opened in a paperless fashion



Strong growth in VCIP adoption 4X YoY growth in VCIP sole prop a/c opened²

¹ Amongst Individual & Sole Proprietor Accounts

² Apr-Oct




Presenting
neo for business

... delivering market share gains and cementing our position as a Transaction Bank of Choice




Current Account




11% YoY growth in Current Account quarterly average Balances (Q2 FY24)

Digital Adoption




71% Current Account customers registered for internet/mobile banking
c.90% of digital transactions via APIs

Forex Turnover Market Share



Increase in Market Share
4.1% (Aug'22) to
6.2% (Aug'23)


Foreign LC Market Share



Market Share maintained
11% (H1 FY23) to
11% (H1 FY24)




BBPS Market Share




Increase in Market Share
18% (Sep'22) to
21% (Sep'23)

RTGS Value Market Share




Market Share maintained
8% (H1 FY23) &
8% (H1 FY24)

NEFT Volume Market Share



Increase in Market Share
9% (H1 FY23) to
27% (H1 FY24)

IMPS Volume Market Share



Increase in Market Share
31% (Sep'22) to
33% (Sep'23)

Source:
Foreign LC – SWIFT Watch
RTGS/NEFT/IMPS Payment – RBI Report

Forex Turnover – RBI Report
BBPS – NPCI Report

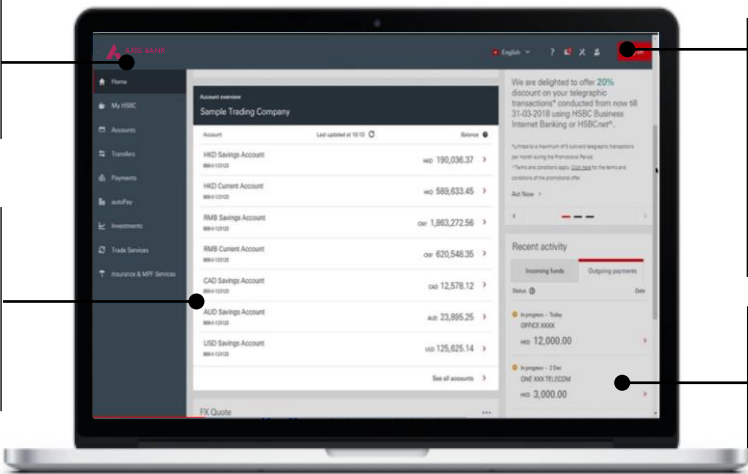
neo for Corporates (H2 launch) will significantly increase Ease of Doing Business for large corporates



Relationship-focused portal, enriched and tailored on clients' needs

Integrated and fully-digitised on-boarding across all digital platforms

Unified view of a customers' portfolio with Axis, with functionality to view tailored insights on the dashboard



Persona-based personalized dashboards, e.g. for CFO/ Maker/ Authorizer roles in the organization

Full-suite of digital self-serve functionalities (super-admin roles for select individuals, status view for latest transactions)

What's LIVE?

- Treasury Rate Booking
- Trade – Inward Remittances, Bank Guarantees & Import Payments

Single unified front-end platform

State-of-the-art UI/UX and consolidated view of a corporate's portfolio with Axis

Integrated analytics use cases

Nudges and notifications to provide actionable insights & adjacent product cross-sell

Paperless Journey

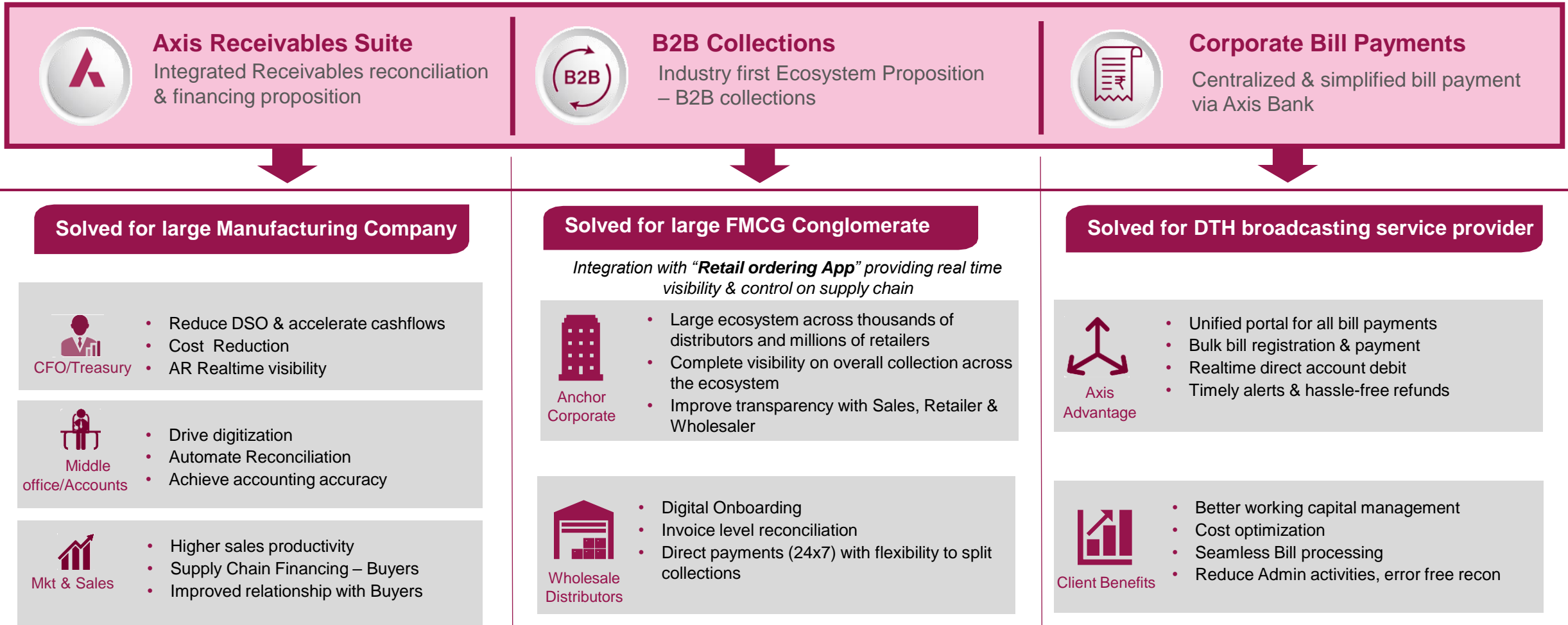
Fully-paperless and digitized onboarding process, with full-suite of self-serve functionalities

Digital Documentation

Reduced need of physical touchpoints and digital documentation

We continue to differentiate through innovative solutioning across industries

Illustration: Cash Management deals powered by our digital capabilities



Our partnerships are delivering on market leading, differentiated product propositions & accelerating GTM



Axis + CREDABLE™ for Supply Chain Finance =

1.7X y-o-y growth in overall SCF Book

Delivering best in class SCF Product Proposition

- Differentiated solutions live e.g. Dynamic Discounting
- Leading with digital, for e.g. instant digital underwriting
- Be-spoke solutioning capability for larger clients
- Modular design leading to quick replicability
- Best-in-class CX



“ We would like to extend our appreciation to Axis Bank Ltd for providing our company with their digital supply chain offerings viz Reverse factoring and Dealer Finance.

Since the said solutions cater to both our Buyers and Suppliers ecosystem, our Company's efficiency has improved resulting in better WC management.

Digital Reverse factoring has significantly improved our cash flow and strengthened our supplier relationships. The streamlined platform provides quick and transparent transactions, empowering us to manage payables efficiently. It is a game changer for any organization looking to optimise working capital.

Similarly digital Dealer finance with host-to-host connectivity enables us to quickly realise our receivables.

Paritosh Chaugule, Head Treasury

Axis IP: SCF Digital Credit decisioning for B2B clients

- Digital journey, powered by APIs to high quality of application (e.g. ITR, GST)
- Prompt credit decisioning through digital/consent led info exchange
- TAT of 1 hour for credit extension to a SCF client
- Offers to clients and execution digitally

... and *connect and grow* via partnerships to offer innovative and industry first solutions



Setting a precedent with industry first e-BG solution

Ask

- Digitization of Bank Guarantee with ERP integration
- Contactless transmission of data ensuring data security

Benefits

- End to end digitization of BG process with BG flowing directly into customer's ERP
- Elimination of physical document maintenance
- Seamless track & trace of BG
- Reduced fraud

Applicability

- Bank Guarantees issued at locations where e-Stamping is available & states where e-stamping is not available
- Both applicant & Beneficiary are Axis Bank customer

GAIL became the first Indian corporate to go live with e-BG solution powered by Axis Bank

“ Our vision is to empower our employees to be focused on business, provide value addition for our customers, and adopt technology to ensure processes that protect our systems from fraud, with no manual intervention. GAIL constantly strives to ensure that capabilities built are with a long-term vision.

Sandeep Kumar Gupta, CMD, GAIL

“ The entire end-to-end process of digitization of Bank Guarantee and Stand by Letter of Credit (SBLC), from issuance till its invocation, will be a seamless process without any manual intervention.

R K Jain, Director (Finance), GAIL



In Conclusion

- 1** | Axis well positioned as the best-in-class digital Corporate Bank
- 2** | Sustainable Liability and Fee Income growth
- 3** | Delivering step-change Customer Experience
- 4** | Futureproofing tech stack for resiliency & in-step with scale expectations
- 5** | NEO 2.0 roadmap in the works

Thank You

