

AXIS/CO/CS/184/2025-26

July 18, 2025

Listing & Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No. C/1, "G" Block
Bandra-Kurla Complex
Bandra (E), Mumbai – 400 051

Listing Department
BSE Limited
1st Floor
P. J. Towers,
Dalal Street
Fort, Mumbai – 400 001

NSE Symbol: AXISBANK

BSE Scrip Code: 532215

Dear Sir(s),

SUB.: APPOINTMENT AS SENIOR MANAGEMENT PERSONNEL

**REF.: DISCLOSURE UNDER REGULATION 30 OF THE SECURITIES AND EXCHANGE BOARD OF INDIA
(LISTING OBLIGATIONS AND DISCLOSURE REQUIREMENTS) REGULATIONS, 2015**

This is to inform you that consequent to the changes in organization structure of the Bank, the following officials of the Bank have been categorized as Senior Management Personnel of the Bank:

- (i) Anoop Manohar, President, Head of Marketing and Corporate Communications
- (ii) Arnika Dixit, President, President & Head Affluent Business, Cards and Payments

The details required as per SEBI circular no. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024, are enclosed as **Annexure A**.

Please note that the Board Meeting commenced at 9.30 am and concluded at 5.30 p.m.

You are requested to take note of the above and arrange to bring it to the notice of all concerned.

Thanking You.

Yours Sincerely,
For **Axis Bank Limited**

Sandeep Poddar
Company Secretary

CC: London Stock Exchange
Singapore Stock Exchange

Annexure A

Sr. No.	Particulars	Anoop Manohar, Head of Marketing and Corporate Communications	Arnika Dixit, President & Head Affluent Business, Cards and Payments
i.	Reason for change	Changes in organization structure	Changes in organization structure
ii.	Date of appointment/ re-appointment/ cessation & term of appointment/ re-appointment	Effective date of categorization as Senior Management Personnel is August 4, 2025.	Effective date of categorization as Senior Management Personnel is September 1, 2025.
iii.	Brief profile (in case of appointment)	<p>Anoop Manohar is the Head of Marketing and Corporate Communications at Axis Bank and has been with the Bank since Sept 2021. Throughout his 21-year experience, Anoop has worked with companies like Unilever, Frito-Lay and Coke across functions such as marketing, innovation, portfolio strategy and operations. He has a strong track record of delivering sustainable, profitable and market-winning growth. Anoop leads the marketing and corporate communications function and spearheads corporate brand initiatives for Axis Bank and its subsidiaries. As part of his mandate, he drives social media marketing strategy, product marketing and the entire spectrum of omnichannel marketing activities. In the past, Anoop has worked with organisations that have built solid, resilient brands by being customer centric.</p> <p>Anoop Manohar holds a Bachelor of Technology in Biomedical Engineering and a PGDM in Marketing and Information Technology from Xavier Institute of Management, Bhubaneswar.</p>	<p>Arnika Dixit is President & Head Affluent Business, Cards and Payments at Axis Bank, prior to this assignment she was President and Head Branch banking at Axis Bank. Arnika has 22 years of experience, in both business and function roles. In her previous stint, she served as the Managing Director & Country Business Head of Cards, Unsecured Lending & Payments Business at Citibank India & Business Function Head of Digital Sales & Marketing, Data & Analytics, Digital banking & Client Experience at Citibank India and she was part of APAC/EMEA Cards leadership team. Prior to joining Citi, she was VP & Head for Customer Growth, Marketing and Digital Products & Payments for American Express South Asia overseeing 5 countries all lines of Businesses - Consumer, Commercial, Network and Merchants. She was also the Business Head of Travel and Lifestyle services vertical. Previously in American Express, Arnika led multiple roles across Cards Insurance, lending, and Rewards. She started her career as a Brand Manager at Eli Lilly. Arnika is a MBA from IMT, Ghaziabad honours graduate from LSR, Delhi.</p>
iv.	Disclosure of relationship between directors (in case of appointment of a director)	NA	NA