

Press Release

Axis Bank awarded 'Global Leadership Award' by Dale Carnegie

Mumbai, September 20, 2012: Axis Bank, India's third largest private sector Bank received the prestigious Dale Carnegie Global Leadership Award for 2012. Peter Handal, CEO, Dale Carnegie and Associates presented the award to Axis Bank at a ceremony held in Mumbai on Tuesday.

Dale Carnegie is one of the world's leading human resources and management consulting organizations and its Global Leadership Awards is a coveted recognition in the Enterprise Training and Development space. The Dale Carnegie Global Leadership Award is granted to a company having continuous focus on development of teams, commitment to human capital and creating an employee engagement process across different hierarchies and business verticals.

Speaking on this occasion, Peter Handal, CEO, Dale Carnegie and Associates said "We are delighted to recognize Axis Bank for its ongoing commitment to the development of a corporate culture that fosters trust-based empowerment at all levels of the organization. In Axis Bank, we recognize those qualities that separate the truly great companies: commitment to providing excellent service and quality products to their customers, dedication to their employees' growth and understanding of the value of employees, and a sense of obligation that compels them to a high level of community involvement. It is for these reasons that we want to acknowledge and recognize Axis Bank as a truly formidable organization."

On receiving the award, Rajesh Dahiya, President Human Resources, Axis Bank said "It is necessary to lay down consistent and high training standards. We believe that providing continuous learning opportunities to employees is the way to empower them towards delivering superior customer service. We are delighted to receive this prestigious award"

About Dale Carnegie Leadership Award

The Dale Carnegie Global Leadership Award was created by Dale Carnegie & Associates to recognize companies who are dedicated to the ideal that their people, their employees, are as important to the overall success of the organization as any technology, patent or business strategy. These are companies who are committed and dedicated to improving their performance by developing their people.

In the past few years, our Leadership Award has been presented to some of Dale Carnegie's most progressive and creative clients, as well as companies that they have yet to work with.



These are the companies who are very often not just known within the ranks of their own marketplace, but indeed, throughout the world. They are the true leaders of their industry.

The first Dale Carnegie Leadership Award was presented in 1985 to The Ford Motor Company. Other past winners include: Coca-Cola, Adidas, The Boeing Company, State Farm Insurance, Stop & Shop, Wal-Mart, Campbell Soup and The Four Seasons Hotel. Wipro Technologies was the first Indian recipient of this award in 2007.

About Dale Carnegie Training:

Dale Carnegie & Associates is headquartered in New York, USA, has a presence in 84 countries. It has trained more than 8 million people worldwide in more than 30 languages. Over 400 of the Fortune 500 companies and successful individuals, from Olympic Champions to Corporate Leaders and Heads of States, are clients of Dale Carnegie Training.

About Axis Bank:

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses.

With its 1674 branches and 10,337 ATMs across the country as on June 30th 2012, the network of Axis Bank spreads across 1080 cities and towns, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Bank also has overseas offices in Singapore, Hong Kong, Shanghai, Colombo, Dubai and Abu Dhabi.

The Bank's website www.axisbank.com offers comprehensive details about its products and services.