

## **Axis Bank collaborates with Adda Education to launch Hire-Train-Deploy programme for Commercial Banking Relationship Managers**

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Axis Bank, one of the largest private sector banks in India, in collaboration with Adda Education, has launched a structured Hire-Train-Deploy (HTD) programme to build a **distinctive cadre of Relationship Managers (RMs)** for its Commercial Banking Group (CBG). The initiative is sharply focused on strengthening the Bank's rapidly growing **Small and Medium Enterprises (SME)** franchise, one of its key strategic priority areas.

The programme is designed to build skills **differently** from conventional industry models, equipping RMs with role-ready capabilities tailored to the nuanced needs of SME clients. Launched at a time when the Union Budget 2026 places strong emphasis on skilling and service-sector employment, the HTD model ensures that new RMs are deployment-ready and effective from day one, bridging the gap between hiring and real-world readiness through structured, application-led training.

### **Key features of the HTD programme include:**

- Co-curated, role-specific curriculum aligned to Commercial Banking RM requirements
- Practice-led learning through real-life simulations and customer engagement scenarios
- Structured exposure to products, processes and regulatory context
- Deployment-ready training with clear alignment to Axis Bank's CBG roles

Commenting on the initiative, **Rajkamal Vempati, Group Executive & Head of Human Resources, Axis Bank**, said, *"As the services sector plays an increasingly pivotal role in India's growth, the need for job-ready, future-facing talent has never been greater, especially in a high-priority segment like SMEs. The Hire-Train-Deploy programme helps us scale a high-quality, deployment-ready talent pipeline aligned to the evolving needs of our Commercial Banking business, while enabling meaningful career growth for our people."*

**Mr. Bimaljeet Bhasin, CEO, Skilling & Higher Education, Adda Education**, added, *"The launch of the CBG Relationship Manager Program reflects Axis Bank's continued trust in Career247 to build a high-quality talent pipeline for complex, customer-facing roles. This collaboration marks a natural expansion of our partnership into Commercial Banking, focused on developing Relationship Managers who are prepared for real-world business challenges and aligned with the Bank's customer-centric growth strategy."*

With this initiative, Axis Bank continues to strengthen its talent advantage by **building differentiated RM capability in SME banking** and **scaling a future-ready skill ecosystem** that supports both business growth and the national skilling agenda.