

## **FHRAI & Axis Bank sign MoU to provide banking solutions for hotel sector**

India's hospitality sector continues to evolve rapidly, and with growth comes the need for more tailored financial solutions. In a move signalling stronger industry-banking collaboration, Axis Bank has partnered with Federation of Hotel and Restaurant Associations of India to support businesses across the ecosystem with targeted offerings and deeper engagement.

### **Strengthening financial access for hospitality businesses**

The partnership enables Axis Bank to work closely with FHRAI's extensive member base of hotels, restaurants and allied tourism businesses. Members will gain access to customised banking solutions, including specialised current accounts, concessions on POS rentals, cash management services and tailored payment solutions, along with need-based financial products.

### **Industry demand drives deeper collaboration**

Vijay Shetty, President & Head – Commercial Banking Group, Axis Bank, highlighted that sustained demand driven by rising incomes, domestic travel and infrastructure growth is strengthening the sector. He noted that the partnership aims to deliver more relevant, sector-aligned financial solutions while exploring further opportunities for collaboration.

### **Focus on regional and grassroots engagement**

Sreekesh P, Executive Vice President & Regional Branch Banking Head North 3, emphasised the strong potential within regional hospitality markets, including hotels, banquet operators and caterers. He added that the collaboration will enhance on-ground engagement and strengthen relationships across these segments.

## **Industry body welcomes the partnership**

Surendra Jaiswal, President, FHRAI, said the collaboration will improve access to sector-specific financial solutions and create greater awareness and engagement opportunities for hospitality businesses across the country.

## **Supporting growth across the ecosystem**

As part of the initiative, Axis Bank participated in FHRAI's Wedding & MICE Tourism Conclave in Lucknow, showcasing its hospitality-focused offerings. The bank will continue to support the sector through term loans, working capital, structured financing and dedicated relationship management.

The partnership marks a step forward in aligning financial services with the evolving needs of India's hospitality industry, enabling more structured growth and long-term sustainability.

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