


Press Release

Axis Capital launches *Sound Bytes* - AI-generated audio briefs from its *Future-Forward Research Solutions Suite*

National, August 19, 2025: Axis Capital is redefining research solutions with *Sound Bytes* – new AI-generated audio summaries for securities research. Extending its thought leadership in research to how content is distributed and consumed, Axis Capital is taking a hard look at conventional research formats with its future-forward research solutions suite of products. The primary objective is to help institutional investors who are suffering from information overload with solutions that reduce the burden of reading without any loss of information. Subscribers to Axis Capital research can now simply click to listen to a sharp 2-minute summary before diving into a full report. This will also allow them to get insights on the go – a quick listen-filter-curate before a deeper engagement with the content. *Listen to a quick snatch of Neelkanth Mishra's 18th Aug analysis of the government's GST rationalization move.* 

Why *Sound Bytes*

- Mainstream formats for institutional equity research are turning into a 20th-century anachronism: text-and-nothing-but-text that evolved from paper and printing and hardcopy reading. Digitization has helped reduce the use of paper, but content creation and distribution formats remain largely the same. Something needs to change.
- The amount of information and analysis available on global events and the number of stocks worth covering has grown dramatically in the last few years, as has the number of research providers. This is in addition to content relating to our private lives. Most of us struggle with cognitive overload, and those who recognize it respond by conspicuously cutting down their content consumption and daily screen-time.
- Axis Capital places a high value on clients' time and recognizes the need to offer abstracts of serious research that lets clients decide whether to take a deeper dive. Given the excess reading material accumulating in mailboxes or on social media, this must be made available in capsules that can be easily consumed on the go.
- Enter *Sound Bytes*, which allows clients to listen to research briefs while driving, commuting, on a jog, or while grabbing a coffee – a stress-free, usually hands-free solution with the listener exercising the choice to engage less, or more. Audio inputs simply require less mental processing and have been proven to reduce fatigue.

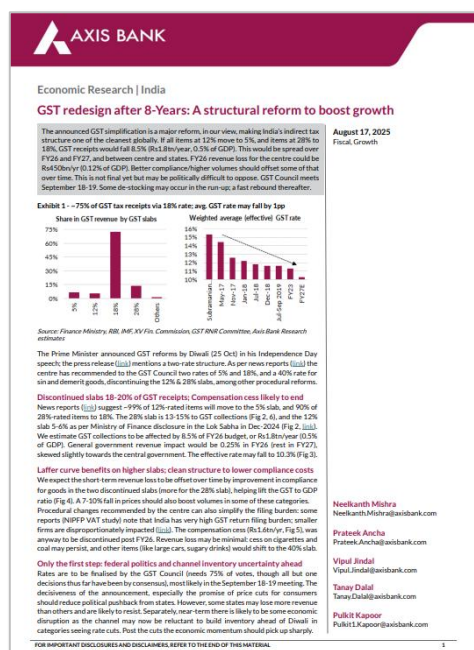
Building an AI-led solution

- Given the thousands of research pieces published by Axis Capital annually, automating and standardizing the process of summarization - while abiding by regulatory guidelines and central bank strictures and without adding to the turnaround time - would have been difficult without large-language models (LLMs) using AI.
- Importantly, the 2-minute report briefs are not reductive abstracts, neither click bait nor frivolous flags – they are cognitive hooks engineered to prioritize our core theses and calls to action, with quick references to the underlying rationale.
- Axis Capital leads the street in this offering, having integrated *Sound Bytes* with its internal workflow systems and approval processes (which vary by the product and report types).

Management Reactions

- **Atul Mehra – MD & CEO, Axis Capital:** We are delighted to lead the charge in AI-led products in investment banking in India. We are experimenting with a range of such solutions to service our clients better across our divisions. While **Sound Bytes** helps address the critical problem of information overload for investors, there are other solutions on the way that can reshape our engagement with clients and dramatically reduce turnaround times. The industry is awash in AI chatter, but we are glad to have the first product off the ground.
- **Neelkanth Mishra – MD & Head of Global Research, Axis Capital & Chief Economist, Axis Bank:** As the Indian market grows in size and diversity, we understand the challenges it places on our clients' time. **Sound Bytes** is only the first in a tranche of solutions that are re-shaping the way our clients can engage with our products. We are deeply committed to investing in cutting-edge technology to scale up our services without diluting quality. The genesis of this product was the enthusiastic feedback to our podcasts and other non-text formats of intelligence. We intend to continue listening to our clients and responding to their changing needs.
- **Raman Jauhar – MD & Head of Equities, Axis Capital:** Innovation demands a departure from convention, and Axis Capital is proud to be at the forefront of the shift in how research content is consumed. **Sound Bytes** tackles the issue of cognitive strain for the buy-side by streamlining access to our industry-leading research. We remain focused on our goal of driving greater client engagement and are proud to introduce this tool as a homegrown initiative developed for the unique requirements of our market rather than relying on global imports. For Axis Capital, AI is not the destination but a means to deliver tailored solutions for the distinct challenges of our industry.

New Releases



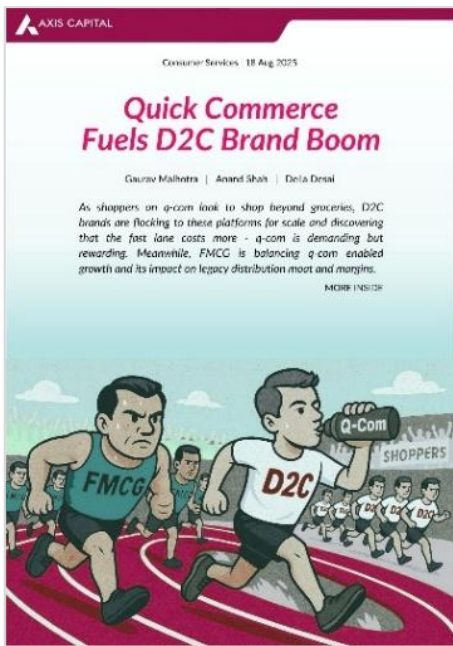
18 Aug | Economy/Strategy

GST redesign after 8 years: A structural reform to boost growth

Axis Capital Research views the new proposal to simplify the GST regime as a major reform, one that makes India's indirect tax structure one of the cleanest globally. GST receipts would fall 8.5% (Rs1.8 tn/year, 0.5% of GDP) over FY26 and FY27, between the Centre and States. FY26 revenue loss for the Center could be Rs450 bn/yr (0.12% of GDP) but author Neelkanth Mishra expects better compliance and higher volumes to offset some of this over time.

Sound Bytes 

[Detailed report](#)



18 Aug | Consumer/Thematic

Quick Commerce Fuels Brand Boom

Our new report flips the lens to look at quick-commerce platforms from the perspective of brands, specifically D2C brands. How are newbie brands riding the QC wagon? What does it mean for the FMCG veterans? Find out in our new report by Gaurav Malhotra, Anand Shah and Della Desai.

Sound Bytes 

[Detailed report](#)

Recent Reports finding traction thanks to **Sound Bytes**

Household Durables: Durables reloaded – tech-first, channel-smart, premium-led

A rising tide in consumer aspirations is lifting the household durables segment, especially brands at the premium end. [Detailed report](#)

Does Monetary Policy affect credit growth? If so, how?

Neelkanth Mishra asks how quickly credit growth can pick up amidst declining trends in wholesale funding costs, savings deposits rates and term deposit pricing. [Detailed report](#)

Indian Diagnostics: Plenty of steam still left

Sudarshan Agarwal expects diagnostic chains to expand their footprints while the sector sees strong return ratios and OCF-EBITDA conversion. [Detailed report](#)

India Metals & Mining: Rare Earth Elements – Where does India stand?

Imposition of export restrictions by China on seven key rare earth elements queers the global pitch. [Detailed report](#)

India Telecom: Global FWA trends – in a mature relationship (Part 2 of 3)

In which Gaurav Malhotra gauges FWA adoption and telco strategies that drive BB growth. [Detailed report](#)

Economic Research: Will the weakness in the CNY persist?

Neelkanth Mishra underscores the CNY's real-effective-exchange-rate (REER) decline of 18% over three years, even as its recent 3% nominal rise against the USD claims attention. [Detailed report](#)

About Axis Capital:

Axis Capital is India's leading investment bank with leadership position across investment banking and institutional equities. Axis Capital's Investment Banking business has been honed for over 40 years delivering strategic advisory and solutions for Corporates and Investors. It has leadership positions across ECM, M&A, Private Equity Advisory and InvIT/REITs. Axis Capital is also a leading institutional broker in India with a full suite of offerings – from Research to Corporate Access, Cash, Derivatives and Electronic Trading. It's a preferred partner for leading institutional investors in India and across the globe.

For further information on Axis Capital, please refer to the website: <https://www.axiscapital.co.in>

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