



# Lloyds Banking Group Appoints Aritra Chakravarty as Head of Agentic AI

- Aritra brings over two decades of experience in fintech, digital banking, and AI-led automation, with leadership roles spanning HSBC, Project Imagine, and JIFFY.ai
- His focus will be on developing agentic AI capabilities—autonomous systems designed to enhance customer experience, decision-making, and operational agility

Lloyds Banking Group has announced the appointment of Aritra Chakravarty as Head of Agentic AI, reporting to Rohit Dhawan, Director and Group Head of AI & Advanced Analytics. Aritra will join the Group on Monday 2nd June 2025.

Aritra is a globally recognised financial services executive, fintech entrepreneur, and AI strategist with over two decades of experience across Capital Markets, Wealth, Payments, and AI-led automation.

His career has taken him across New York, London, Hong Kong, and Silicon Valley, where he has led large-scale digital transformations and pioneered innovation at the intersection of finance and technology.

Most recently, Aritra has been driving GenAI and LLM-powered automation at JIFFY.ai, reshaping advisory, compliance, and operational models for financial institutions. He previously founded and led Project Imagine, an FCA-regulated fintech, and held global digital product leadership roles at HSBC, across FX, structured products, robo-advisory, and brokerage services.

Lloyds Banking Group's AI strategy is focused on reimagining business functions through next-generation AI technologies.

In his new role, Aritra will lead the development of agentic AI capabilities across Lloyds Banking Group leading on autonomous, goal-driven systems designed to enhance decision-making, operational agility, and customer experience across the Group.

Rohit Dhawan, Director and Group Head of AI & Advanced Analytics said: "Aritra brings a rare blend of entrepreneurial vision, technical depth, and financial acumen. His appointment underscores our commitment to developing AI systems that not only drive innovation but also enhance the everyday experiences of our customers and clients.

His ability to bridge deep-tech advancements with practical, customer-centric solutions will be instrumental in shaping the future of AI at Lloyds Banking Group, ensuring we continue to deliver seamless, intuitive, and responsible AI-powered services that meet the evolving needs of the people and businesses we support."