



**HDFC Bank Limited**

# BRAND DETAILS

- Incorporation year : 1994
- Ownership Group : HDFC Group
- Headquarter : Mumbai, Maharashtra, India





Chairman :  
Deepak S. Parekh



Present Head (MD) :  
Aditya Puri





# Chief Financial Officer : Srinivasan Vaidyanathan

# Company introduction

- 4,715 branches and 12,260 ATMs across 2,657 cities.
- Market leader in e-commerce.
- **It Provides :-**
  - Wholesale & Retail banking,
  - Treasury,
  - Auto (car, two wheeler) Loans,
  - Personal loans,
  - Loan against Property
  - Credit Cards.



# • Digital offerings like –

- 10 second personal loan,
- Chillr,
- PayZapp,
- SME Bank,
- Watch Banking,
- 30-Minute Auto Loan,
- 15-minute Two-Wheeler Loan,
- e-payment gateways,
- Digital Wallet, etc.



# Company History

- **HDFC Bank Limited is an Indian banking and financial services company.**
- **Its first corporate branch at Sandoz House, Worli was inaugurated by the then Union Finance Minister, Manmohan Singh.**
- **HDFC received first approval from the RBI for the establishment of a bank in the private sector.**



# Philosophy

- **Mission - To be a World Class Indian Bank.**
- The objective is to build sound customer franchises across distinct businesses so as to be the preferred provider of banking services for target retail and wholesale customer segments, and to achieve healthy growth in profitability, consistent with the bank's risk appetite.
- **Five core values**
  - Operational Excellence,
  - Customer Focus,
  - Product Leadership,
  - People and
  - Sustainability

# •HDFC Group companies are

- HDFC Ltd.,
- HDFC Securities.,
- HDFC Mutual Fund,
- HDFC Realty,
- HDFC Life,
- HDFC ERGO,
- HDFC Pension and
- HDB Financial Services.

The image shows a screenshot of the HDFC ERGO website. At the top left, there is a banner for HDB Financial Services, which is part of the HDFC Bank family. The banner lists several loan products: Personal Loan, Business Loan, Loan Against Property, Car Loan (New / Used), and Gold Loan (EMI). To the right of this banner is a large red box with the text 'HDFC ERGO' in white, and 'GENERAL INSURANCE' below it. Below the banners is a navigation bar with links for 'Individuals', 'NRI', 'Group', 'Policyholders', 'Investor Relations', 'About Us', 'Contact Us', 'Careers', 'Media', 'Mobile App', and 'My Account'. The main content area features a promotional banner for 'HDFC Life Cancer Care' with the headline 'A revised Cancer Care plan, just for you - HDFC Life Cancer Care'. The banner includes key features: 'Age of Entry of 5 years to get insured against Cancer as early as possible', 'Maximum Term of 80 years to be insured against Cancer up to the age of 85 years', and 'Sum Assured of ₹50 lakhs to be able to get the best ammunition to fight Cancer'. There are 'KNOW MORE' and 'PREPARE NOW' buttons. Below the banner is a search bar with the text 'FIND WHAT YOU ARE LOOKING FOR' and a search button. At the bottom, there is a row of icons representing various services and a 'Chat to Buy Online Plan' button.

# Business in News

- **146<sup>th</sup> on Forbes World's Largest Public Corporations List 2020.**
- **119<sup>th</sup> on Forbes World's Best Employer's List 2019.**

- **Adjudged 'India's Best Bank' by Euromoney Awards for Excellence 2019 for 12<sup>th</sup> consecutive year.**
- **Won top honours at the Nasscom DSCI Excellence Awards 2019. (Data Security Council of India).**
- **Adjudged 'Best MSE Bank' at the 2<sup>nd</sup> SIDBI-ET India MSE Awards 2019. The Bank has a strong MSME portfolio with advances to this segment standing at over Rs. 1.25 Lakh Crore as of March 31, 2019.**

**THANK YOU**