



We understand your world

HDFC Bank Ltd.  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013.  
CIN: L65920MH1994PLC080618

## HDFC Bank ranked India's Most Valuable Brand in WPP survey

- **Brand value jumps 5% to \$22.7 billion in 2019, ranks 1<sup>st</sup> for 6<sup>th</sup> year in a row**
- **Survey conducted by Kantar Millard Brown from WPP group**

HDFC Bank has been ranked India's Most Valuable Brand for the 6<sup>th</sup> consecutive year. This ranking is the result of a survey conducted by Kantar Millard Brown, a group company of global communication services behemoth, WPP. Known as the '**2019 BrandZ™ Top 75 Most Valuable Indian Brands**' the survey values the HDFC Bank brand at \$22.7 billion, a 5% increase over the previous year.

*"HDFC Bank has demonstrated the rewards of maintaining a forward-thinking and innovative outlook, with its consistent focus on exceeding the changing needs of its customers. With new financial products, an ongoing drive towards digital banking and new branches set-up throughout the country, the bank grew 5% in brand value to \$22.7 billion," wrote BrandZ in its report on HDFC Bank.*

HDFC Bank's brand value has grown consistently over the past 6 years, from \$9.4 billion in 2014 to \$22.7 billion in 2019. This year the study covered 1,000 Indian brands across 80 categories with insights from 3.7 million consumers.

*"As India flexes its muscles on the world stage, it faces increased macroeconomic headwinds which have combined with a rise in global trade tensions to create a challenging environment," said Mr. David Roth, CEO of The Store WPP, EMEA and Asia; and Chairman of BrandZ. "Successful Indian brands are adapting to these challenges and recognising that longevity requires them to do more than just disrupt the status quo; long-term brand building requires new strategies that major on stability."*

HDFC Bank has also featured five times consecutively in the [Top 100 global brands list](#). The Bank has retained its 60<sup>th</sup> rank over the last two years. The prestigious [global list](#) is topped by Amazon. Other brands in the top 10 are Apple, Google, Microsoft, Visa, Facebook, Alibaba, Tencent, McDonalds and AT&T in that order.

At a glittering ceremony organised in Mumbai, the award was presented by Mr. CVL Srinivas, Country Manager - India, WPP to Mr. Ravi Santhanam, Chief Marketing Officer, HDFC Bank.



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