

January 10, 2019



**Mr. Kaizad Bharucha, Executive Director, HDFC Bank accepted the Best Private Sector Bank award on behalf of the bank from Mr. Narayanan Vaghul, former chairman, ICICI Bank at a glittering ceremony organized in Mumbai on January 10th.**

The Financial Express, a leading business daily has announced the winners of its annual India's Best Banks Survey 2016-17. The Financial Express has adjudged HDFC Bank the Best Bank in the New Private Sector Bank category. HDFC Bank is winning this award for the fifth consecutive year.

The winners were chosen by the jury chaired by Mr. S. Ramadorai, former chairman, Tata Consultancy Services. He was assisted by the jury members Mr. R. Shankar Raman, CFO, Larsen & Toubro; Mr. Leo Puri, managing director, UTI Asset Management; Mr. Biswamohan Mahapatra, former executive director, Reserve Bank of India; and Mr. Sharad Sharma, founder, Ispirit.

The daily also published its annual quantitative rankings of banks and financial institutions which are compiled using financial parameters. HDFC Bank has been ranked no. 1 on two



We understand your world

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

parameters in the New Private Sector Banks category. The parameters are: Profitability and Credit Quality.

According to the newspaper's Editorial, *"Here's what state-owned banks can do: take a leaf out of HDFC Bank's book, the cleanest in the business."*

The Financial Express also interviewed HDFC Bank MD, Mr. Aditya Puri on this occasion. In his response to a question on his vision for HDFC Bank, Mr. Puri says, *"We are in an era of very rapid change. When you consider the change that radio brought, that TV brought, it worked out to just 1 million users in 10 years. So, the pace of change has changed completely. What technology has done is that you don't know who your competitor is. Five years from today, your main competitor will be very different from the one you had envisaged. Google can become a bank, I can become Google. When you are positioning the organisation for the future, you may not be able to define it exactly, but you must have a vision; otherwise it is not going to happen. I see the bank becoming a financial experience for our customers, so that we follow the customer's journey; every time he wants to deal with money, I should be able to give him an experience that uses technology in a frictionless way, like Google, that too across a much wider product range. Hopefully, with the backing of my brand, he is going to stick with us."*

Here's the link to the full interview: <http://www.financialexpress.com/industry/banking-finance/we-want-to-give-customers-an-experience-that-uses-tech-seamlessly-says-md-of-hdfc-bank/1108298/>