



We understand your world

## NEWS RELEASE

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

### **Aditya Puri is CNN-IBN Indian of the Year (Business)**

**Mumbai, February 2, 2009:** HDFC Bank Managing Director Aditya Puri is the CNN-IBN Indian of the Year 2008 in the Business category. Given in six categories---Politics, Sports, Business, Entertainment, Public Service, and Global Indian- these awards "recognize, celebrate and honour Indians who have contributed to our country and in turn have strengthened our society and contributed to building Brand India in 2008," says the official CNN-IBN website.

"This year's awards are even more significant as they personify the undying spirit of a billion free Indian minds, in the wake of terror, natural disaster and economic challenges," the website adds.

Each category had six nominees. Mssrs Ratan Tata, Baba Kalyani, C.B.Bhave (SEBI), S.Ramadorai (TCS) and Uday Kotak (Kotak Group) were the other nominees in the Business category.

Mr.Puri won, as CNN IBN puts it, for "steering HDFC Bank well in a tough time, ensuring growth without taking risks and leveraging his customer-base well."

The winners in the other five categories are Nitish Kumar (Politics), Abhinav Bindra (Sports), Aamir Khan (Entertainment), G.Madhavan Nair & Team Chandrayaan (Public Service) and A.R. Rahman (Global Indian).

In December 2008, leading financial daily Business Standard declared Mr.Puri as Banker of the Year (2008) for successfully leading his bank in tough times.

**Below are some of the prominent awards HDFC Bank won in 2008 under the stewardship of Mr. Puri**

Business India	<b><u>'Best Bank 2008'</u></b>
Forbes Asia	<b><u>Fab 50 companies in Asia Pacific</u></b>
Asian Banker Excellence in Retail Financial Services	<b><u>Best Retail Bank 2008</u></b>
Asiamoney	<b>Best local Cash Management Bank Award voted by Corporates</b>
Business Today- Monitor Group survey	<b>One of India's "Most Innovative Companies"</b>
Financial Express- Ernst & Young Award	<b><u>Best Bank Award in the Private Sector category</u></b>
Global HR Excellence Awards - Asia Pacific HRM Congress:	<b><u>'Employer Brand of the Year 2007 -2008' Award - First Runner up,</u></b>
Business Today	<b><u>'Best Bank' Award</u></b>

### **About HDFC Bank**

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks



We understand your world

## NEWS RELEASE

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

providing a wide range of financial products and services to its over 11 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 13 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of December 31, 2008, the Bank had a distribution network with 1,412 branches and 3,177 ATMs in 527 cities.

For the nine months ended December 31, 2008, the Bank earned total income of Rs. 14,257.4 crores as against Rs. 8,892.6 crores in the corresponding period of the previous year. Net revenues (net interest income plus other income) for the nine months ended December 31, 2008 were Rs. 7,745.1 crores, up by 45.6% over Rs. 5,319.6 crores for the nine months ended December 31, 2007. Net Profit for the nine months ended December 31, 2008 was Rs. 1,614.1 crores, up by 44.2% over the corresponding nine months ended December 31, 2007.

The Bank's total balance sheet size increased by 39.4% from Rs. 131,440 crores as of December 31, 2007 to Rs. 183,185 crores as of December 31, 2008. Total deposits were Rs. 144,862 crores, an increase of 45.8% from December 31, 2007.

Total income for the year ended March 31, 2008 grew by 52% to INR 123.98 billion (Rs12398.2 crore) over the corresponding year ended March 31, 2007.

Leading Indian and international publications have recognized the bank for its performance and quality.

For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

**For media queries please contact:**

Neeraj Jha  
Head, Corporate Communications  
HDFC Bank Ltd., Mumbai.  
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)  
Fax: 91 - 22 - 2490 3168  
Mobile: 093236 20828  
[neeraj.jha@hdfcbank.com](mailto:neeraj.jha@hdfcbank.com)