

**Aditya Puri among “Asian Captains of Finance 2010”
- The only Indian banker in the list -**

Mumbai, June 29, 2010: Mr. Aditya Puri, Managing Director of HDFC Bank Limited has been nominated an “Asian Captain of Finance” in a poll among analysts conducted by the Institutional Investor Magazine. There are two Indians on the list and Mr. Puri is the only Indian banker. Reliance Capital's CEO Sam Ghosh is the other Indian. Mr. Puri was among the 7 business leaders who analysts rated highest.

Along with Mr. Puri, three other bankers from Asia voted as Asian Captains of Finance are Ma Weihua of the China Merchants Bank Co. (Greater China), Ra Eung Chang of Shinhan Financial Group (South Korea) and Agus Martawardajo of Bank Mandiri (Southeast Asia).

The first-of-its-kind poll conducted by the magazine asked buy and sell side analysts across Asia to identify the best financial executives in 5 sectors that include Banks, Brokers, Asset Managers & Exchanges, Insurance – Life and NonLife, and REITs (Real Estate Investment Trusts).

“There have been stunning changes in the fortunes of the financial industry in recent years. Increasingly Asian firms are innovators and leaders in their own right, not merely adopters of Western Practices and Products,” the magazine said.

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 providing a wide range of financial products and services to its 19 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 15 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of March 31, 2010, the Bank had a distribution network with 1,725 branches and 4232, ATMs in 779 cities.

For the quarter ended March 31, 2010, the Bank earned total income of Rs. 4,956.7 crore. The Bank's total balance sheet size increased by 21.4% from Rs.183,271 crore as of March 31, 2009 to Rs. 222,459 crore as of March 31, 2010. The Bank's net profit for year ended March 31, 2010 was Rs.2,948.7 crore, up 31.3% over the year ended March 31, 2009.

For more information please log on to: 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