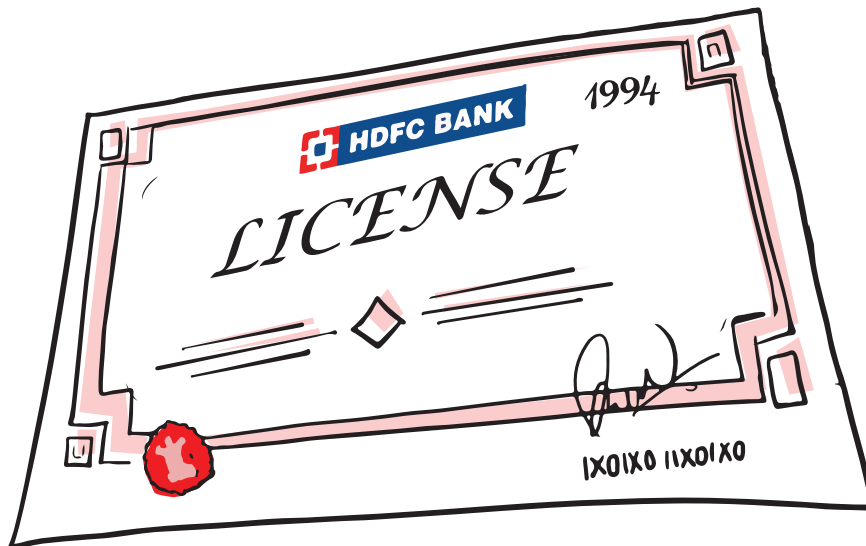




MILESTONES 1995-2024



1995



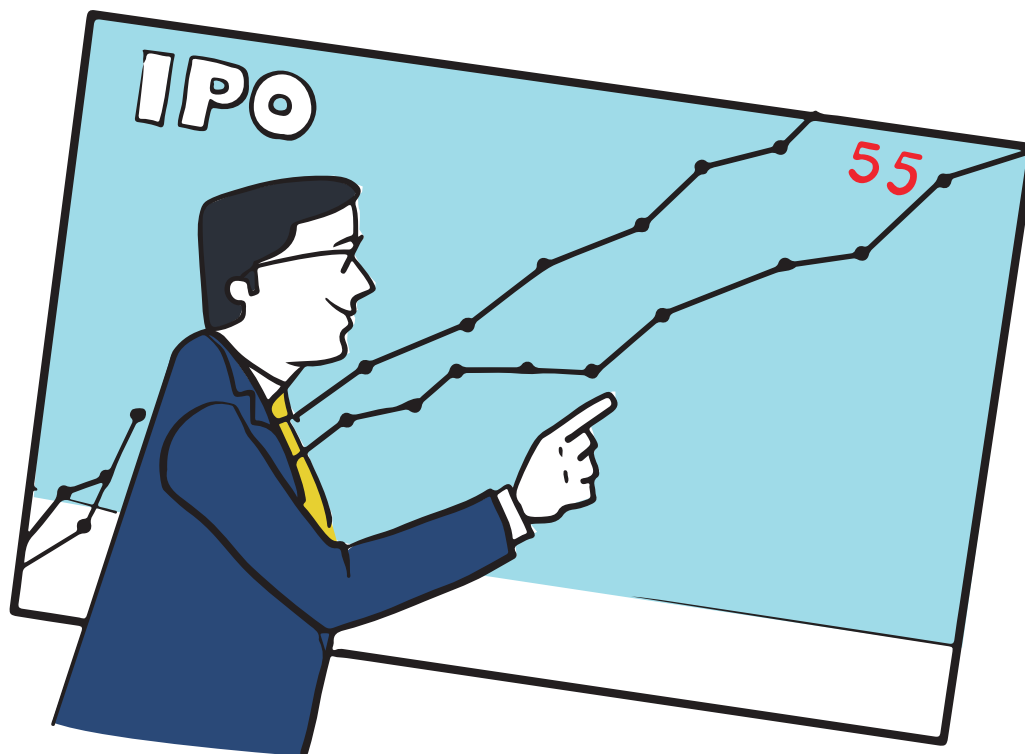
HDFC BANK RECEIVES BANKING LICENSE

In 1994, Housing Development Finance Corporation (HDFC) received an 'in principle' approval from the RBI to set up a private sector bank. Incorporated in August 1994 as 'HDFC Bank Limited', we received our banking license in January 1995.

FIRST CORPORATE OFFICE AND BRANCH OPENED

Our first office was opened at Ramon House, Churchgate in Mumbai. In February 1995, HDFC Bank opened its first Corporate Office and a full service branch at Sandoz House, Worli, in midtown Mumbai. This office was inaugurated by the then Union Finance Minister Dr Manmohan Singh and had only bare minimum infrastructure. Apart from the Corporate Office, it housed the locker section, the banking hall, dealing room and Information Technology hall.





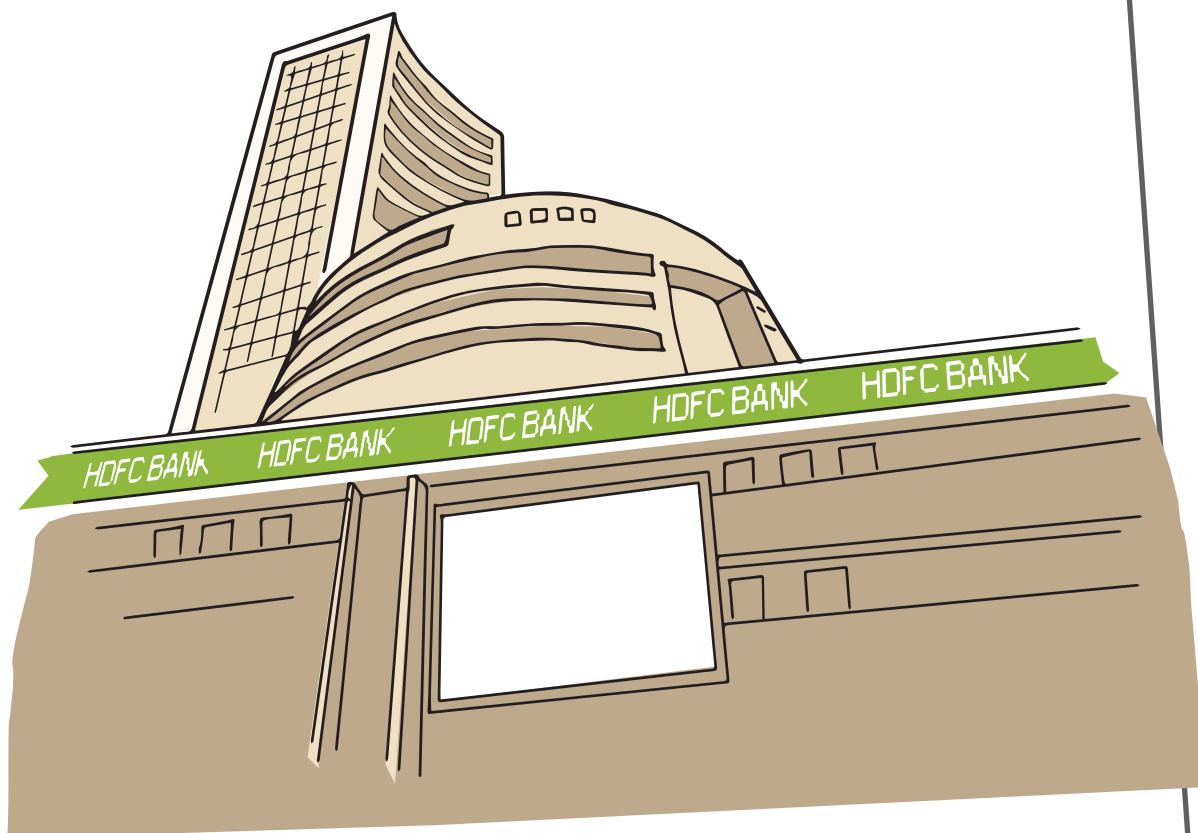
IPO 55 TIMES OVERSUBSCRIBED

In March 1995, HDFC Bank launched its first IPO of ₹500 million (50,000,000 equity shares at ₹10 each at par). Despite much skepticism, the market lapped up the issue and we recorded 55 times oversubscription. Within two months of this IPO issue, the Bank's shares were quoted at 300 per cent premium.

LISTED ON BSE, NSE

After a long and arduous listing process, HDFC Bank was listed on the Bombay Stock Exchange in May 1995 at ₹39.95.

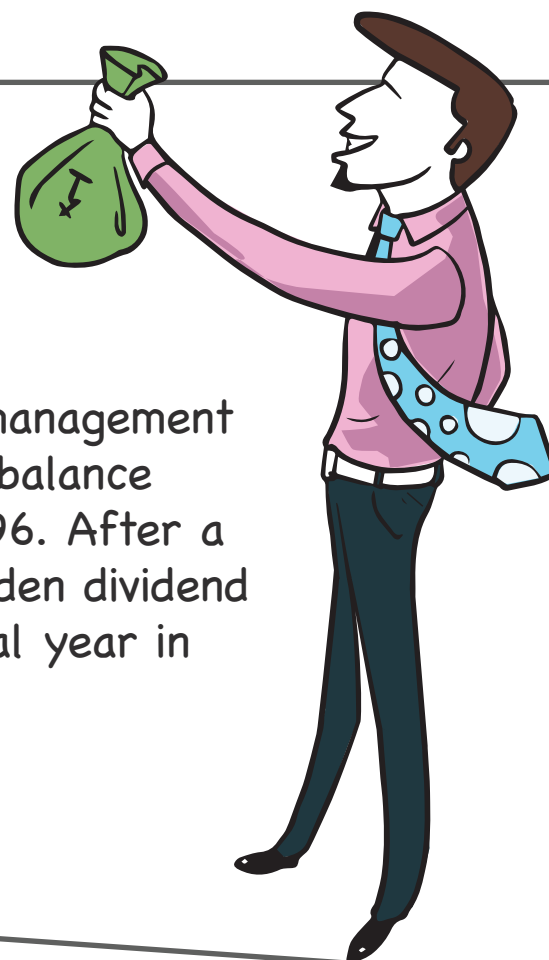
We were listed on the National Stock Exchange in November.



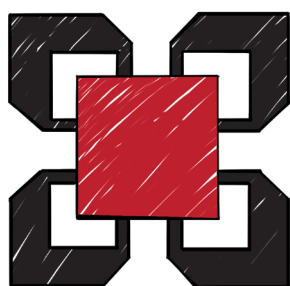
1997

MAIDEN DIVIDEND ANNOUNCED

Driven by the vision and leadership of its senior management and dedicated efforts of its employees, the total balance sheet size of HDFC Bank crossed ₹10 billion in 1996. After a few years of operations, the Bank declared a maiden dividend of 8% on equity shares at the end of the financial year in March 1997.



Out with the old...



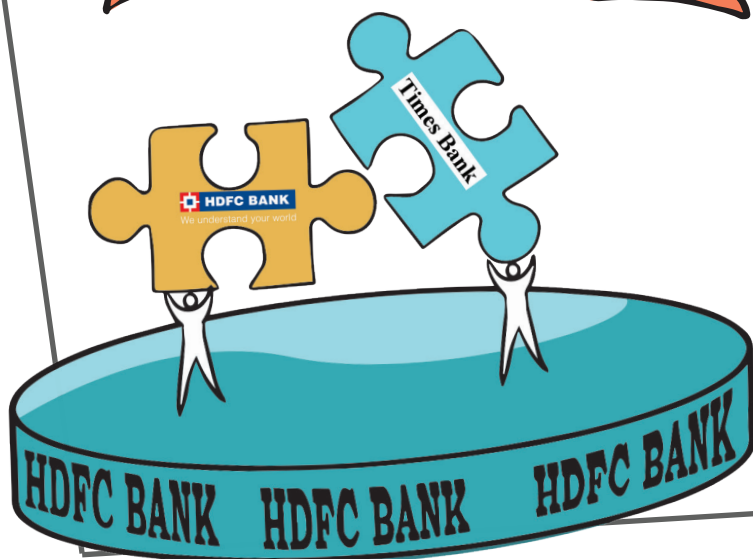
In with the new...



NEW LOGO LAUNCHED

Our Bank adopted a new logo in 1997 to reflect its modern and efficient persona. It underwent a minor change in 1998, in which the grid and the name were fused into a single unit.

1999

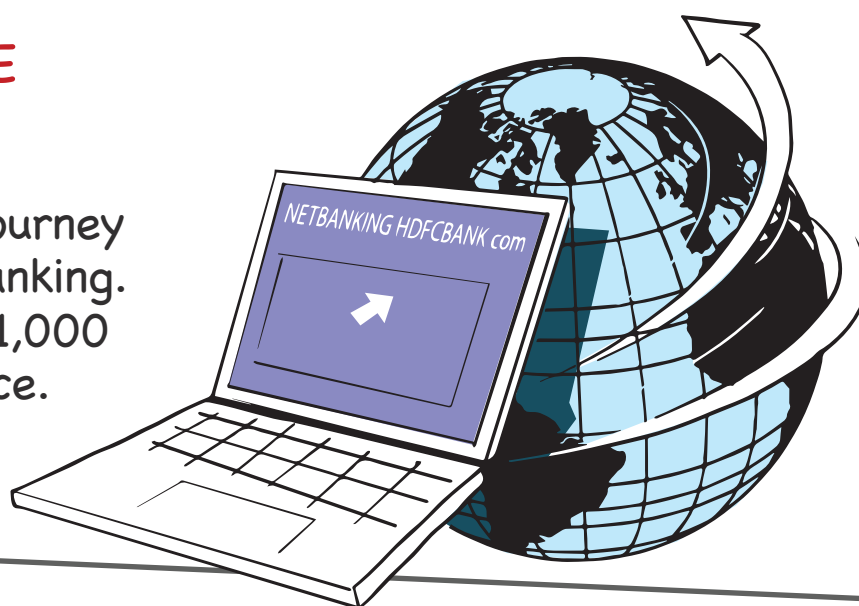


TIMES BANK MERGER

In a landmark deal, Times Bank was merged with HDFC Bank – it was the first friendly merger in the banking industry and the first done through a share swap deal.

LAUNCHED ONLINE REAL-TIME NETBANKING

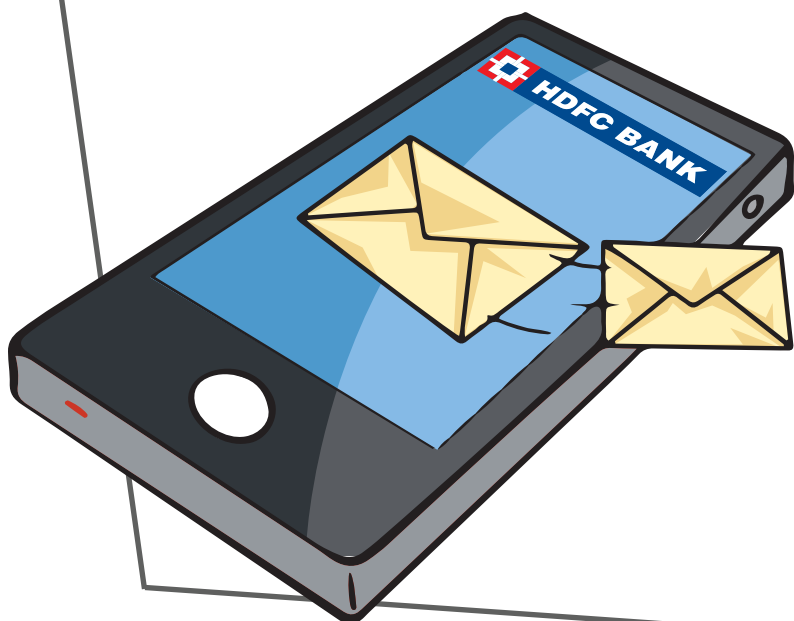
In 1999, HDFC Bank began its digital journey by launching its online, real-time NetBanking. And within 15 days of the launch over 1,000 customers had registered for the service.



LAUNCHED FIRST INTERNATIONAL DEBIT CARD IN INDIA

HDFC Bank launched its international debit card in November 1999, enabling account holders to access their bank account from anywhere in the world. This was the first international debit card in India that was launched in association with Visa International.

2000



LAUNCHED FIRST SMS-BASED MOBILE BANKING; FIRST BANK IN INDIA TO LAUNCH MOBILE BANKING

All that a customer needed to do is send a text to know the account balance, get a mini statement, request a cheque book, or get a detailed account statement.

2001

BECOMES FIRST PRIVATE BANK TO BE AUTHORISED TO COLLECT INCOME TAX

Our Bank became the first private sector bank to be authorised to collect Income Tax for Central Government. It is today the second largest collector of Income Tax in India.





LISTING ON NYSE

LISTED ON NYSE

On July 20, 2001, HDFC Bank listed on the New York Stock Exchange after an initial public offer of its American Depositary Shares (ADS) of US \$172.5 million. Each ADS, representing three underlying shares, was priced at \$13.83. On the day of the ADS listing, the Bank's shares closed at ₹225 on the Bombay Stock Exchange.



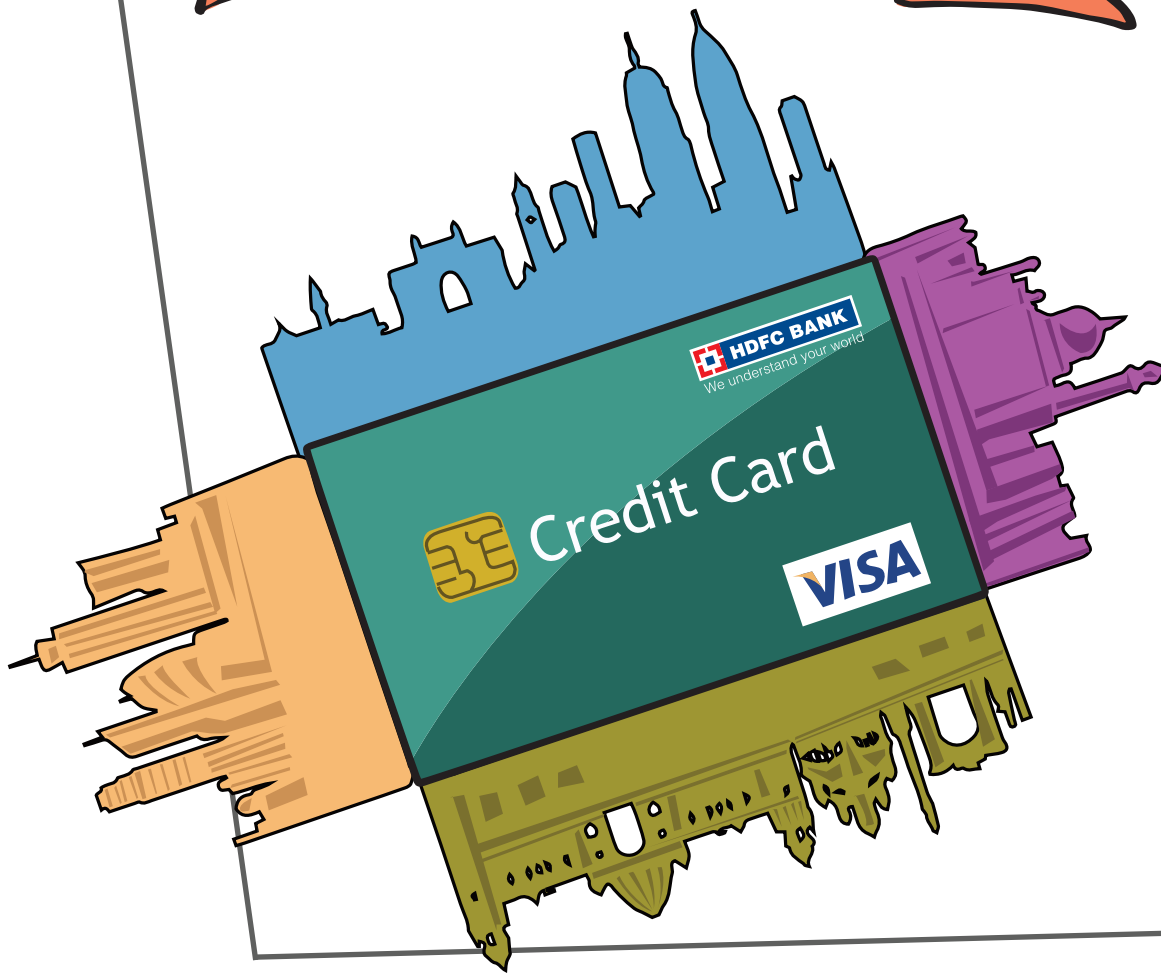
2002

ISO CERTIFICATION FOR DEPOSITORY SERVICES AND CUSTODIAL SERVICES

In 2002, HDFC Bank got ISO 9001 certification for its Depository and Custodial operations and for its backend processing of retail operations and direct banking operations.



2003-04



CREDIT CARD LAUNCHED IN OVER 100 CITIES, TOUCHING 1 MILLION USERS

By July 2004, HDFC Bank became the first bank in the country to offer credit cards in over 100 cities. It initially launched its offering in over 40 cities. These were cards in three categories – the HDFC Bank international Silver credit card, international Gold credit card and the Health Plus international credit card. The last one being India's first credit card with free in-built cashless mediclaim.

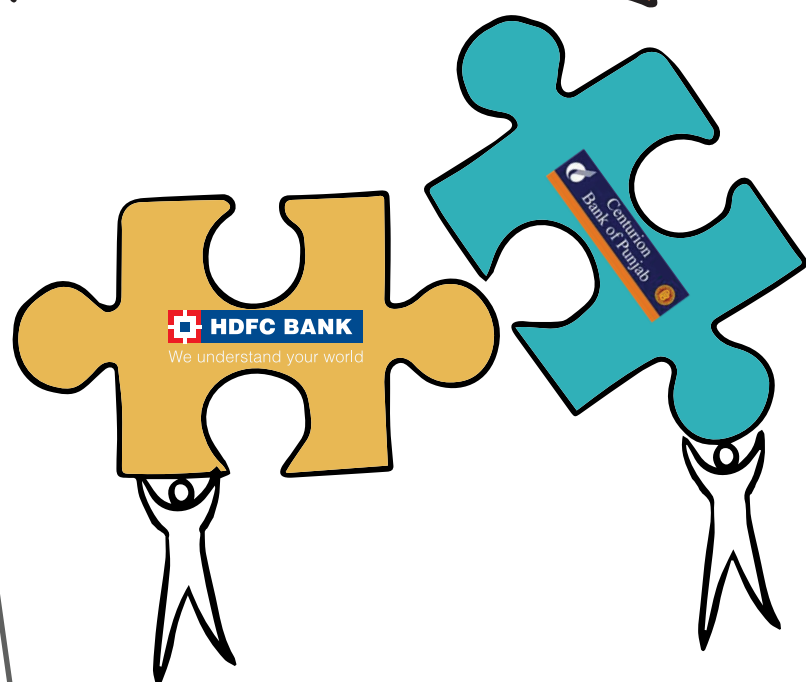
2006

WOMEN'S CARDS LAUNCHED

Two new card products, exclusively for women – Woman's Advantage Debit Card and International Women's Gold Visa Credit Card – were launched on International Women's Day.



2008

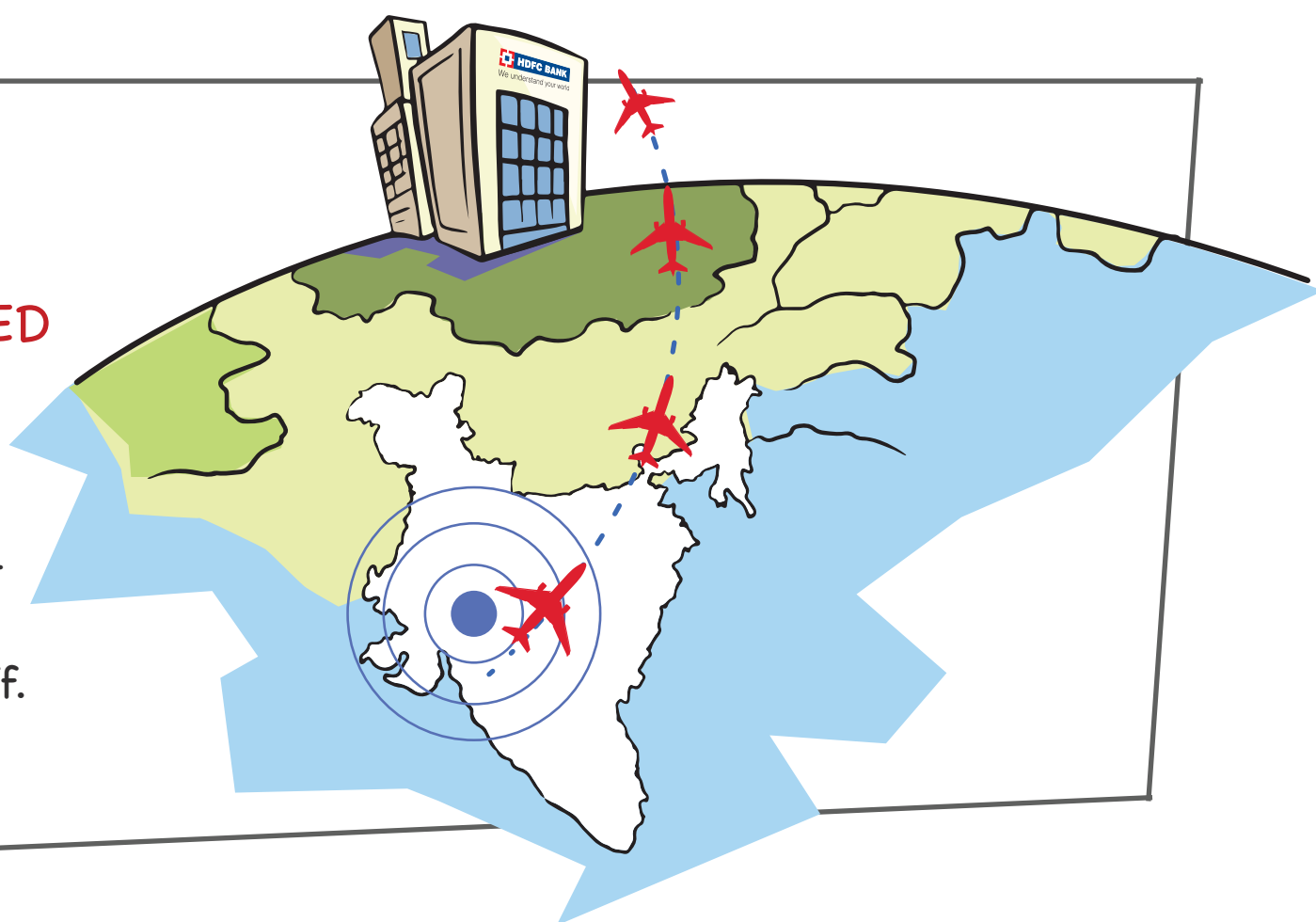


CENTURION BANK OF PUNJAB MERGED

HDFC Bank approved the acquisition of Centurion Bank of Punjab for ₹9,510 crore (\$2.4 billion), in one of the largest mergers in the financial sector in India. The combined entity had a nation-wide network of 1,148 branches, the largest in the private sector.

FIRST OVERSEAS BRANCH LAUNCHED

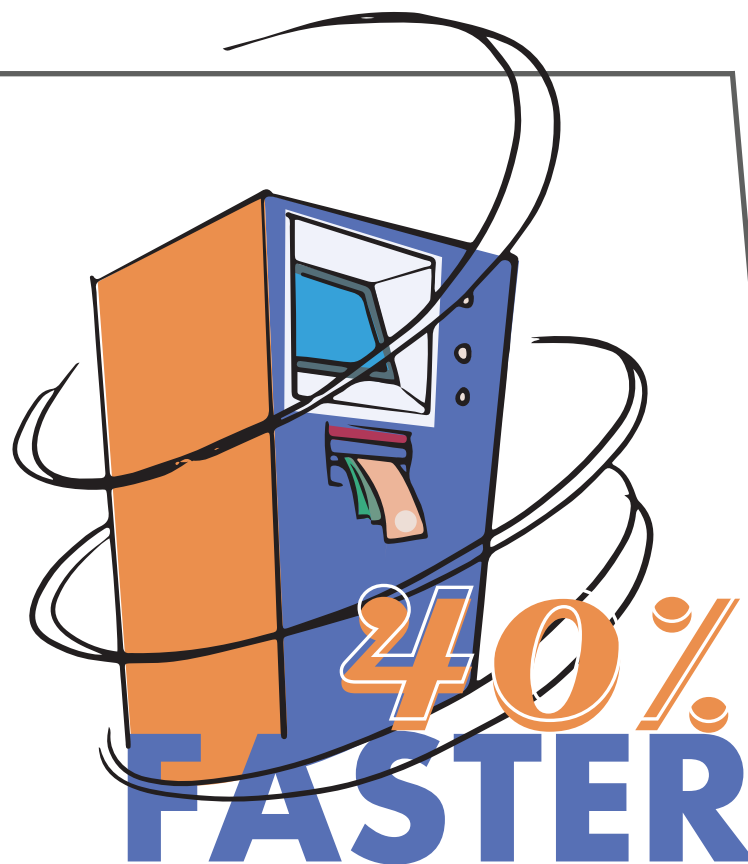
Our first full-fledged overseas commercial branch was opened at a new financial district in Bahrain. The branch had a 25-member staff.



2010

LAUNCHED 40% FASTER ATMS

Ours became the first bank in Asia to deploy customised transactions on ATMs. It also allows customers to save their 'favourite transaction' on HDFC Bank ATMs.



2011

MARKET LEADERSHIP IN AUTO AND PERSONAL LOANS, CREDIT CARDS

By staying on its toes and reaching out to more and newer customers, our Bank takes the lead in auto and personal loans.



2012



JOSH UNLIMITED LAUNCHED

Our Bank launched its nation-wide sports initiative – Josh Unlimited – covering 8 cities, drawing participation from 8,000 employees.

2013



SLI TOUCHES 2 MILLION HOUSEHOLDS

Our Bank's Sustainable Livelihood Initiative, which helps empower women in rural India by giving them direct access to livelihood finance, reaches out to over 20 lakh households.



2013-14

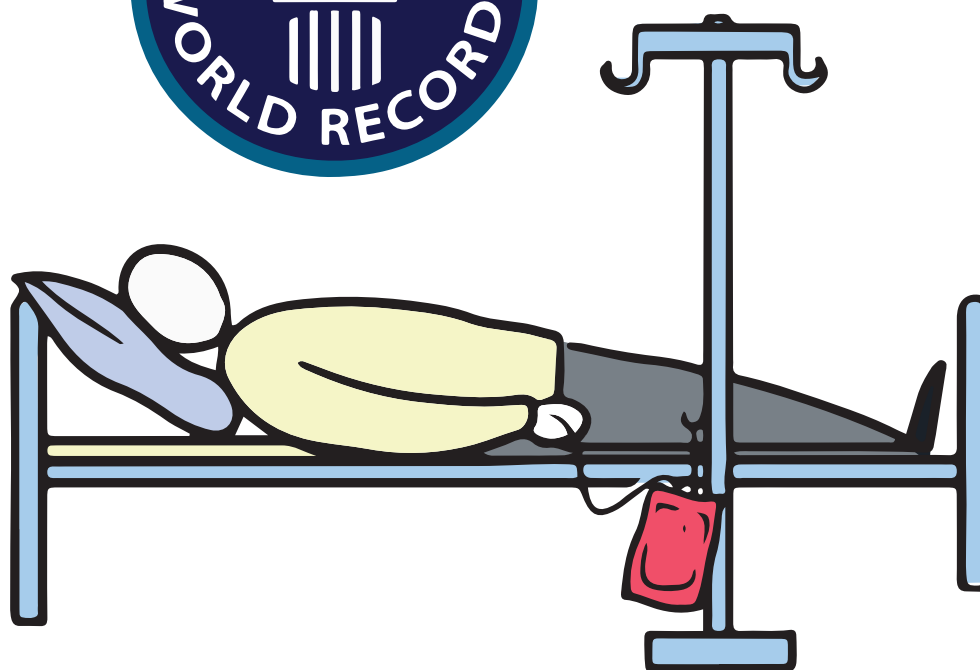
BECOMES THE MARKET LEADER IN ISSUING CREDIT CARD

We became the largest issuer of credit cards in the country – over 5.5 million outstanding credit cards at the end of October 2014, according to Reserve Bank of India data.

2014

BLOOD DONATION CAMP WINS GUINNESS WORLD RECORD

Our Bank earned the distinction of winning the Guinness World Record for organising the largest blood donation drive (multiple venues) on a single day – globally.





LAUNCHED MISSED CALL BANKING

Introduced the missed call banking service, allowing customers to use banking services without having to visit the Bank or connect online. Within a few weeks, a little more than a million customers started using this service.

MOBILE/NETBANKING HAVE THE LARGEST NUMBER OF TRANSACTIONS ON OFFER (135+)

Our Bank's intuitive, comprehensive digital bouquet offers 135+ transactions – the largest in India – of which 75 are available on through MobileBanking, formally launched under the Go Digital initiative.



2015

HDFC MOBILE BANKING HAS LARGEST NUMBER OF MOBILE TRANSACTIONS

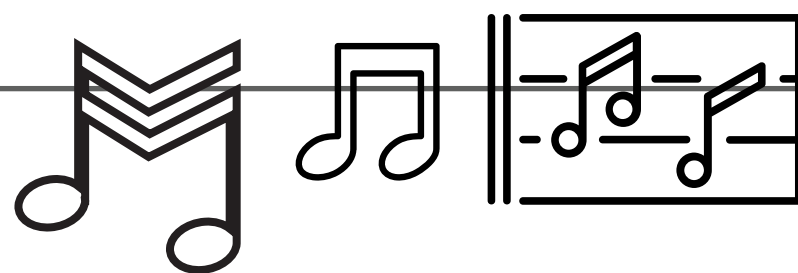
With about 55 percent of all transactions being conducted via digital channels, our Bank logged ₹3,540 crore worth of transactions or a total ₹8,403 worth of digital banking transactions.



SHARE OFFERING OVERSUBSCRIBED OVER 4 TIMES

Our Bank's \$324 million share offering was more than 4 times oversubscribed in India.





LAUNCHED ITS ANTHEM – MOGO

Our Bank launched its sonic branding (musical logo), MOGO, to be used across multiple touch points like ATMs, phone banking, Mobile Banking app and the website. MOGO helps form a powerful emotional connect with customers and builds recall among stakeholders across platforms.



INTRODUCED 10-SECOND PERSONAL LOAN

The 10-second loan approval service made us the first in the retail lending space to fully automate the process of loan approval and disbursement, making the service 'real time', like having a real cheque in one's virtual wallet.



LAUNCHED CHILLR AND PAYZAPP

Our Bank launched the first-of-its-kind services, Chillr and PayZapp, as part of its 'Go Digital' campaign. Chillr allows customers to send and receive instant money on their mobiles while PayZapp makes every form of shopping and payment convenient.



All payments, One App,
One Click.

2016

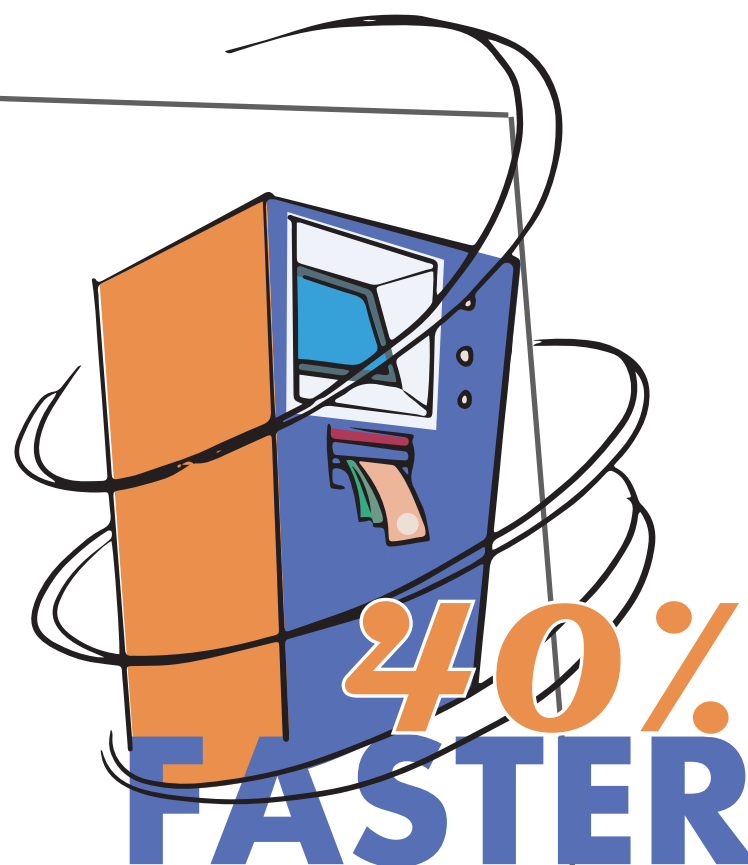


LAUNCHED MISSED CALL MOBILE RECHARGE SERVICE

Our Bank launched the first-of-its-kind service – Missed Call Mobile Recharge – to enable customers to recharge their pre-paid mobile numbers by giving a missed call, without having to visit a shop, log onto a website or open an app.

LAUNCHED LOANS AT ATMS UTILITY

Introduced Loans at ATMs as the country's first innovation to turn ATMs into Loan Dispensing Machines (LDMs), further extending the functionality of the Bank's ATMs. Customers can get the loan amount credited directly into their account within seconds by completing four simple steps.

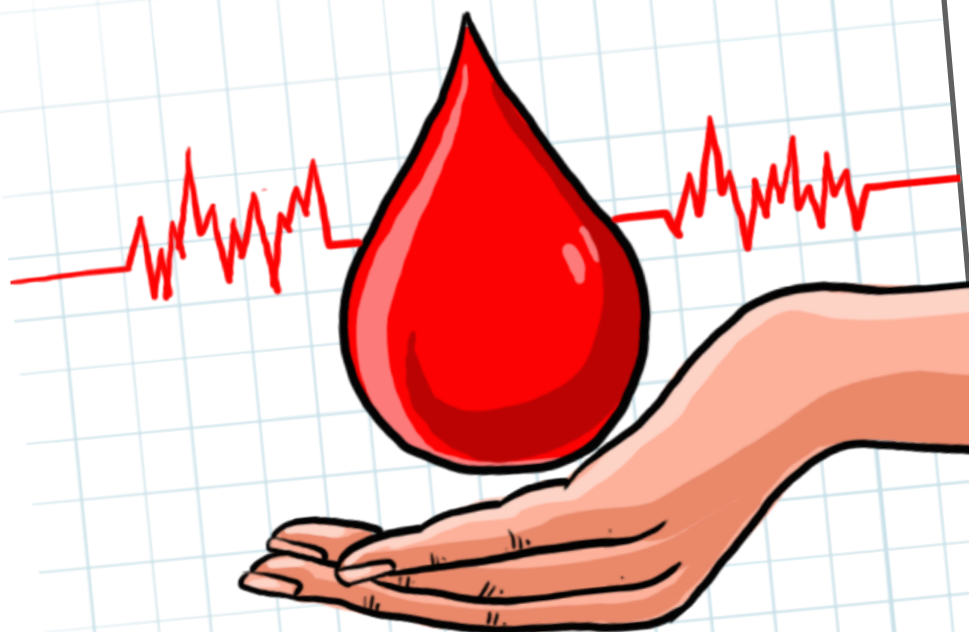


BECOMES THE #1 ISSUER OF CREDIT CARDS

Our Bank, has stayed at the top of the heap with 7.28 million cards, and a 22 per cent growth over the previous year, as per RBI data. HDFC Bank's card base is equal to the combined card base of the second and third-largest card issuers – ICICI Bank and SBI Cards.

10th ANNIVERSARY OF ALL-INDIA BLOOD DONATION DRIVE

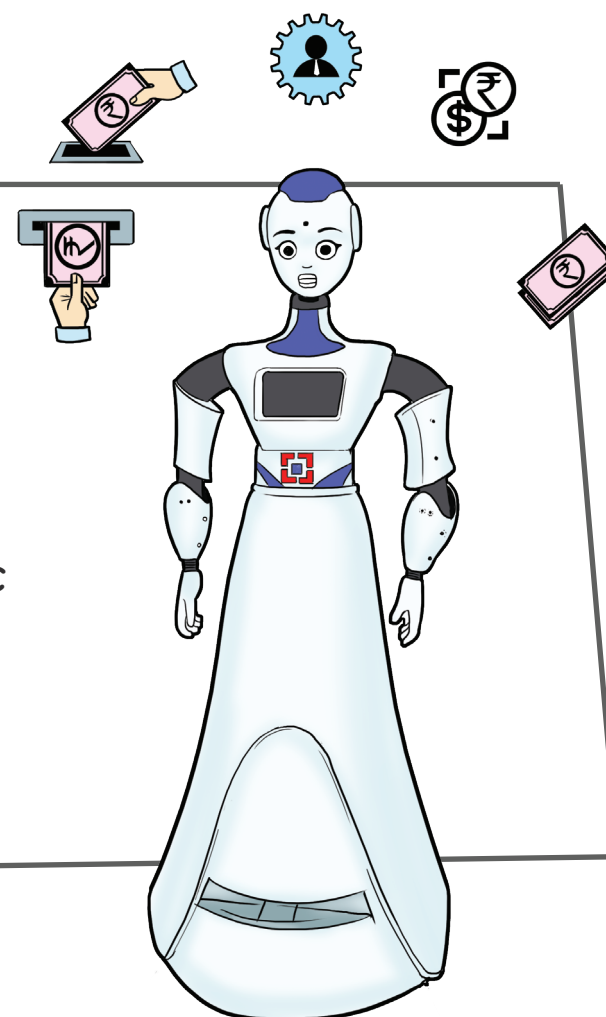
Our Bank marked the 10th anniversary of its national Blood Donation Drive on December 9, 2016. During the campaign, a collection of 1,71,539 units of blood was made at over 2,000 donation centres.

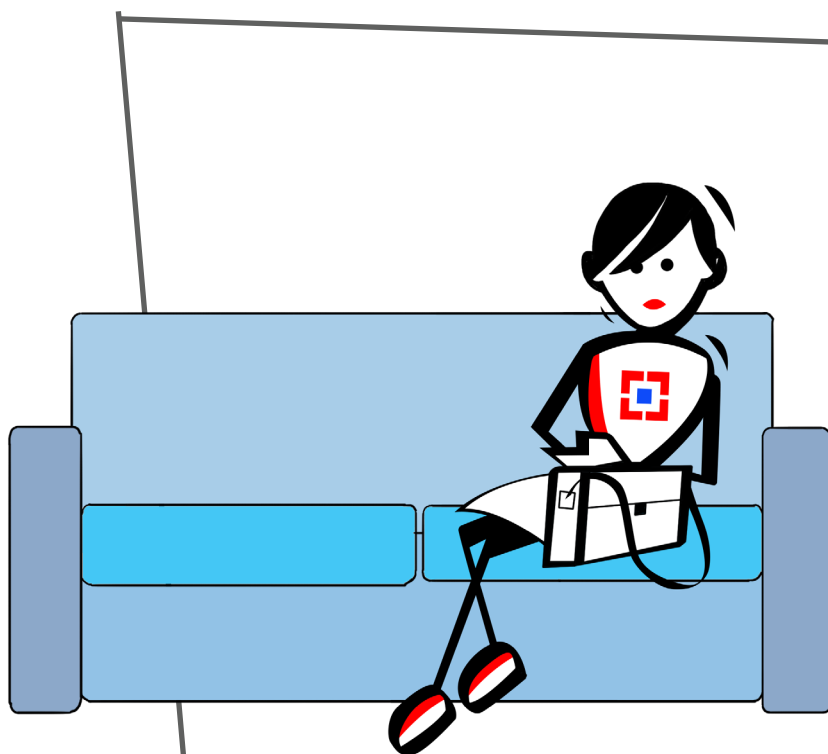


2017

IRA LAUNCHED

The first-of-its-kind interactive humanoid IRA was launched by our Bank under the 'Project AI'. IRA, which stands for Intelligence Robotic Assistant, combines robotics and AI to provide enhanced customer assistance.





EVA CHATBOT INTRODUCED

India's first AI-based chatbot for customer service, EVA, can handle millions of customer queries across multiple channels in real time. It removes the need to search, browse or call and becomes smarter as it learns through customer transactions.



DIGITAL LAS LAUNCHED

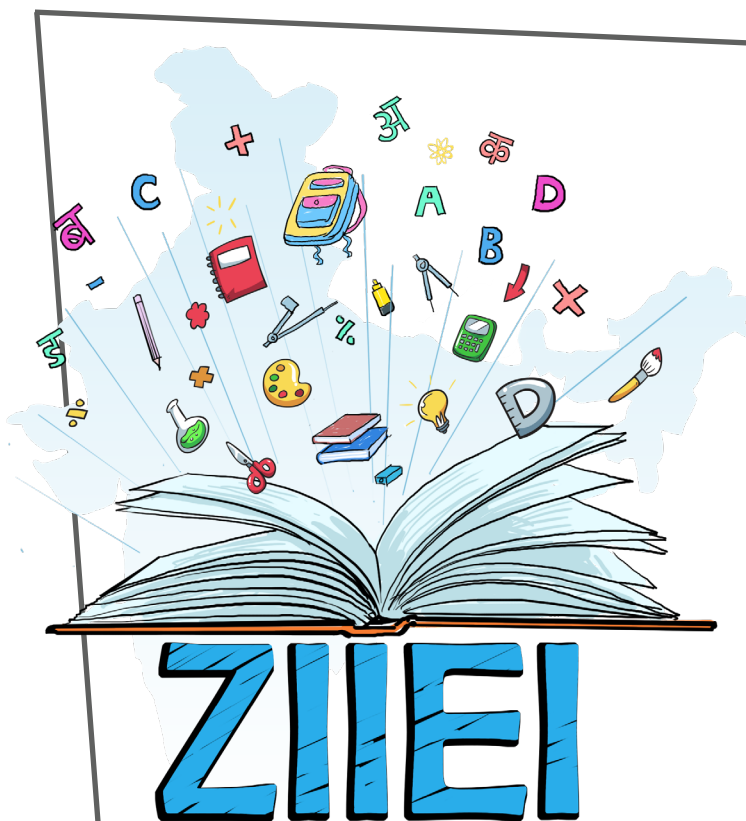
The Digital Loans Against Securities (Digital LAS) service, the first of its kind, was launched. A 100 per cent online process, the service allows customers to design their loan against shares at their convenience.

FORBES HONOUR FOR OUR BANK

Our Bank ranked among the top 5 companies that have shaped Asia, and the World by Forbes magazine. Our Bank was also listed #13 on the prestigious Forbes Asia Fabulous 50 list of companies.



Forbes

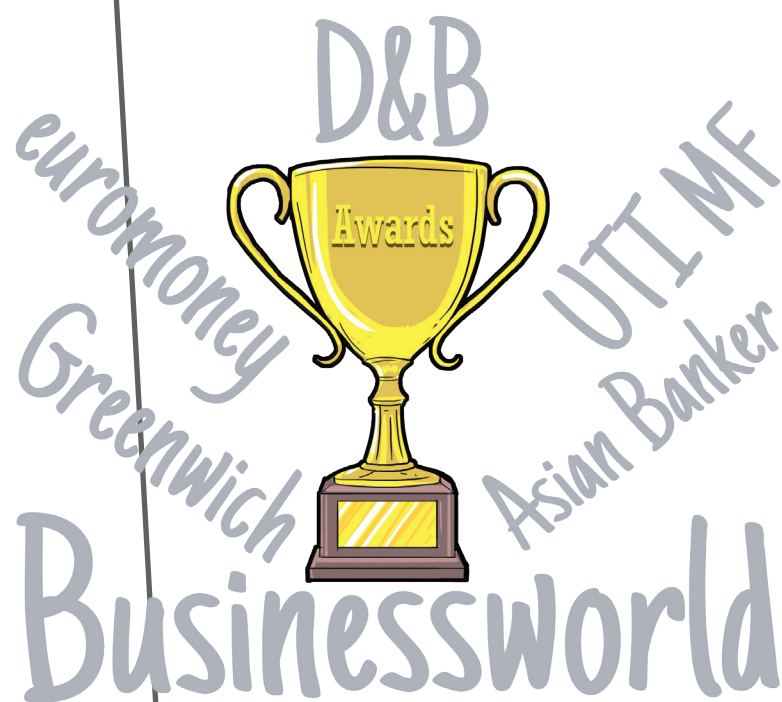


ZIIIEI LAUNCHED TO IMPROVE QUALITY OF EDUCATION IN SCHOOLS

The Zero Investment Innovations for Education Initiatives or ZIIIEI is the largest education initiative of its kind in India, and possibly the world. It will train 15 lac school teachers across 12 Indian states, thereby touching the lives of 8.3 crore students in 6.2 lakh government schools.

#1 FOR 4th CONSECUTIVE YEAR

For the fourth time in a row, our Bank has won the title of 'India's Most Valuable Brand' in the BrandZ survey of Top 50 Most Valuable Indian Brands. Our Bank's brand value has grown to \$17.9 billion in 2017 from \$14.4 billion in 2016.



RECOGNITION OF OUR COMMITMENT

HDFC Bank has been awarded the 'Fastest Growing Large Bank' and the 'Best Bank' awards by Businessworld's India's Best Banks Survey 2016. We are also the proud winner of Dun & Bradstreet's 'Corporate Award 2017' in the banking sector; and Asiamoney's Best Brands in Finance Poll 2017 has declared HDFC to be the 'Best Banking Brand'!

BOOSTING DIGITAL PAYMENTS WITH DIGIPOS

Our Bank became the first bank to introduce a DigiPOS machine on August 22, 2017. It offers the complete suite of digital payment options on a Point of Sale machine - Unified Payment Interface (UPI), Bharat QR, SMS Pay and PayZapp, along with the facility to pay by debit and credit cards. The Bank aims to convert the existing network of over 4 lac PoS machines to be digitally enabled.



PROTECTING THE BRAND WITH DCC

Strengthening customer experience through a state-of-the-art tool Our Bank launched an in-house Digital Command Centre (DCC) on August 10, 2017. The Centre has been set up to listen to customer conversations on social media and thereby acquire valuable insights on the brand. Going forward, it will also deepen brand engagement by providing real-time inputs based on these conversations.





JOSH UNLIMITED BECOMES A REGISTERED TRADEMARK

Five years after its inception, Josh Unlimited, the biggest internal corporate sports event in India, is now a registered trademark. In its first year Josh events were held in eight cities; in 2016 it reached 27 cities pan-India.

SMARTUP ZONES LAUNCHED

Our Bank launched SmartUp zones at branches to offer tailor-made banking and advisory solutions to entrepreneurs. Start-ups can also tap into the knowledge and experience of a complete network of start-ups on the portal.



2018

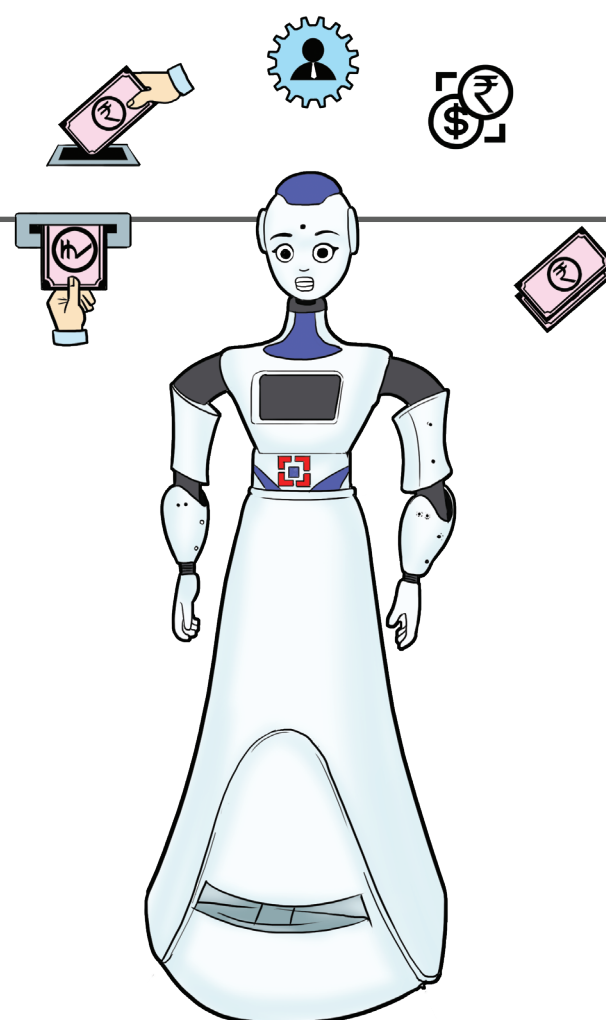


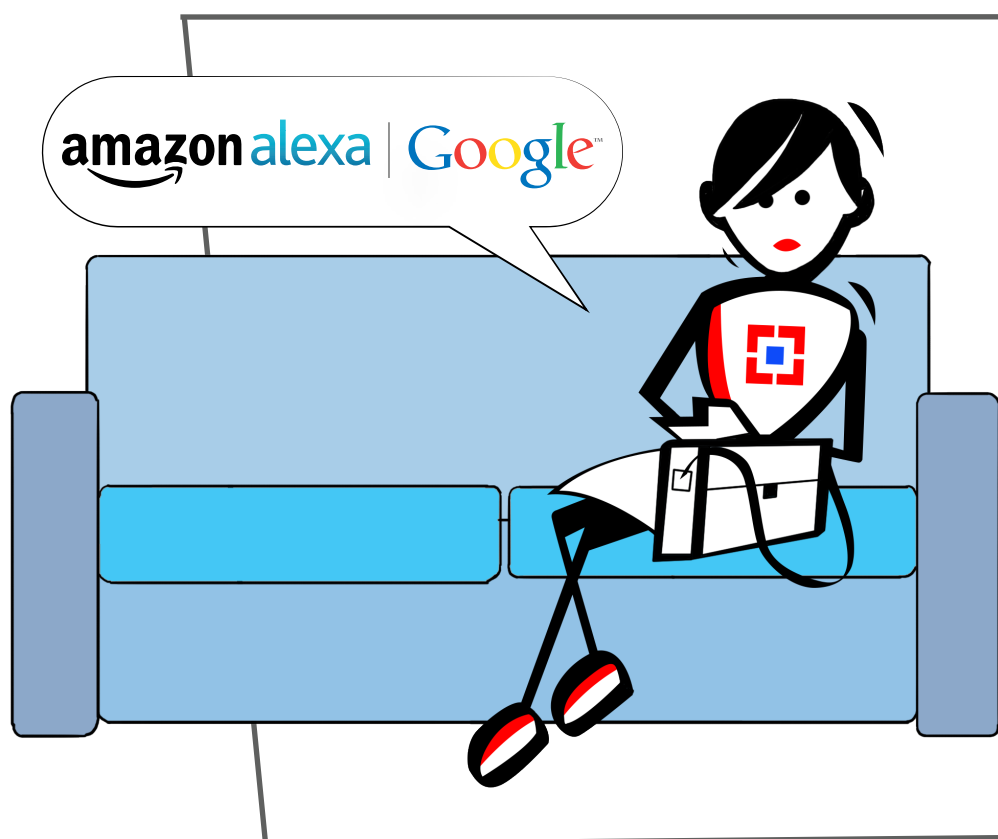
MD ADITYA PURI CONFERRED BUSINESSWORLD LIFETIME ACHIEVEMENT AWARD

Mr Aditya Puri's was conferred the Magna Lifetime Achievement Award at the 10th Businessworld-PwC Best Banks' (2017) survey, in recognition of his contribution to the banking industry.

IRA 2.0 LAUNCHED

Our Bank's interactive humanoid was unveiled in its new avatar to enhance the user experience for customers visiting the Koramangala branch in Bengaluru. IRA will interact with customers and guide them inside the branch with voice-based navigation.



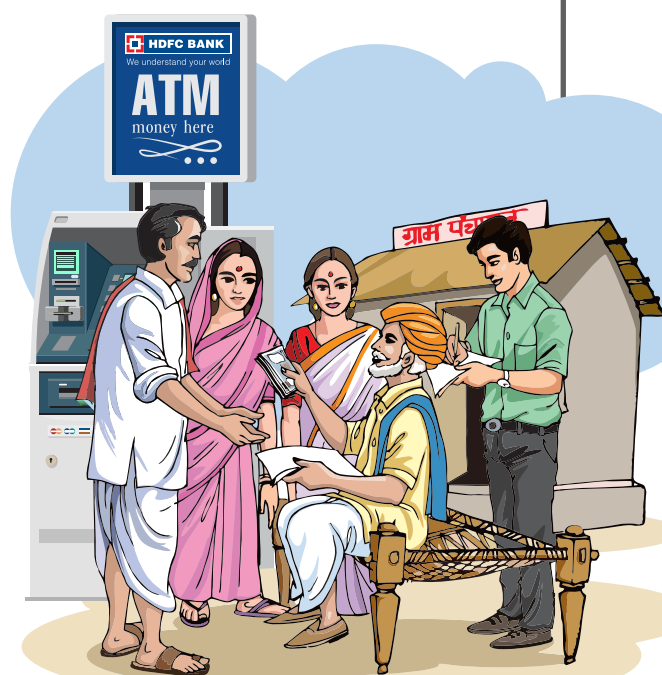


EVA INTEGRATED WITH AMAZON ALEXA, GOOGLE ASSISTANT

Our Bank successfully integrated its virtual assistant EVA with Alexa, making it the first bank to offer voice banking experience on the platform. EVA has also been integrated with Google Assistant, making it available on millions of Android devices, as well as on Google Home.

MOU WITH GOVERNMENT TO FINANCIALLY EMPOWER RURAL INDIA

In a landmark initiative, our Bank will offer its world-class financial experience (products and services) in close to 2 lakh villages with the help of CSC's 3 lakh village-level entrepreneurs. CSC e-Governance Services India is a Special Purpose Vehicle (CSC SPV) incorporated under the Companies Act, 1956. It provides a centralised a collaborative framework for delivery of services to citizens through Common Services Centres.





30 FLOOD-AFFECTED VILLAGES ADOPTED BY HDFC BANK

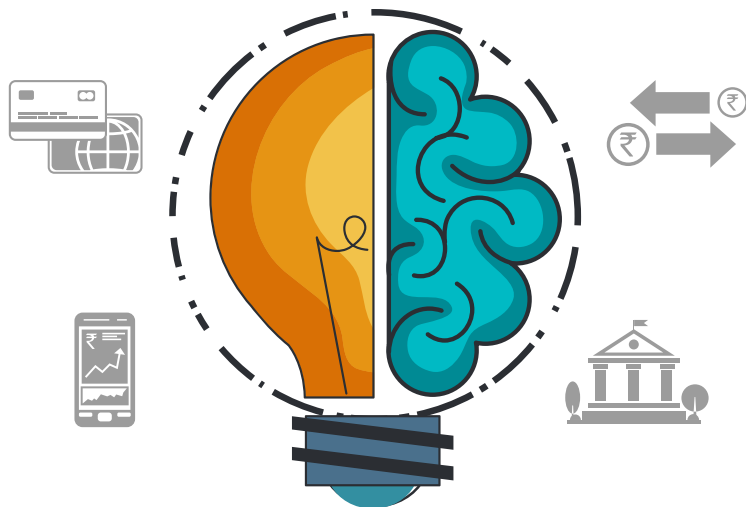
In the aftermath of the Kerala floods, our Bank adopted 30 villages in the state as part of its long-term relief and rehabilitation efforts. This initiative is aimed at helping people recover from the damage caused by the devastating 2018 floods.

OUR BANK WINS BRANDZ 'MOST VALUABLE BRAND' FOR 5th CONSECUTIVE YEAR

Our Bank ranked as India's Most Valuable Brand by the WPP survey for the 5th consecutive year. Known as the '2018 BrandZ Top 75 Most Valuable Indian Brands', the survey values our Bank brand at \$21.7 billion, a 21% increase over the previous year.

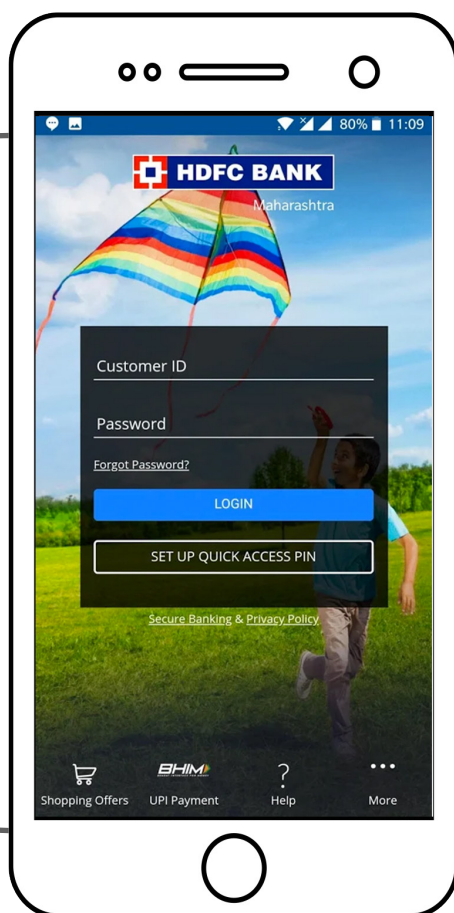
Most Valuable Indian Brand





AEP LAUNCHED TO ACCESS INNOVATIVE FINTECH IDEAS GLOBALLY

Our Bank launched the Accelerator Engagement Program (AEP) under the Bank's Centre of Digital Excellence (CODE). In this first-of-its-kind programme, the Bank will partner with leading start-up accelerators from across the world to gain early access to potential fin-tech ideas and innovative solutions.

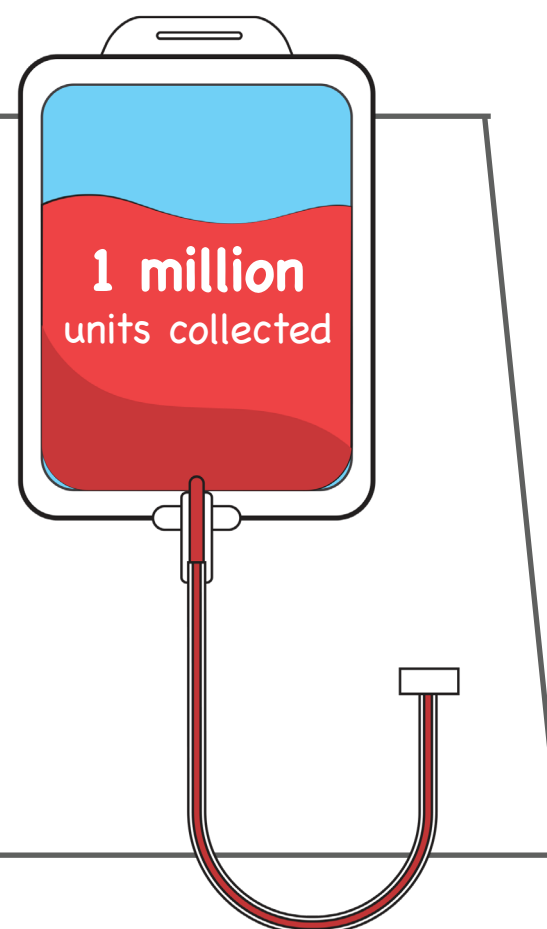


NEXT-GEN MOBILE BANKING APP LAUNCHED

Offering a simple, intuitive navigation the app incorporates features such as biometric log-in for enhanced security and access. Customers can view a dashboard that offers a 360-degree financial snapshot of all assets and liabilities with the 120+ transactions.

OUR BANK COLLECTS 3 LAKH UNITS AT 12th ALL-INDIA BLOOD DONATION DRIVE

Our Bank conducted the 12th edition of its All-India Blood Donation Drive. This year's collection of 3 lakh units, our Bank has successfully collected over 1 million units of blood over the last 12 years.



2019

MR PURI CONFERRED PRESTIGIOUS AIMA-JRD TATA CORPORATE LEADERSHIP AWARD

Mr Aditya Puri, MD, has been conferred the AIMA-JRD Tata Corporate Leadership Award for the Year 2018. Administered by AIMA, the JRD Tata Corporate Leadership Award is conferred annually on distinguished and eminent personalities, who have made outstanding contribution in the corporate world and professional management.

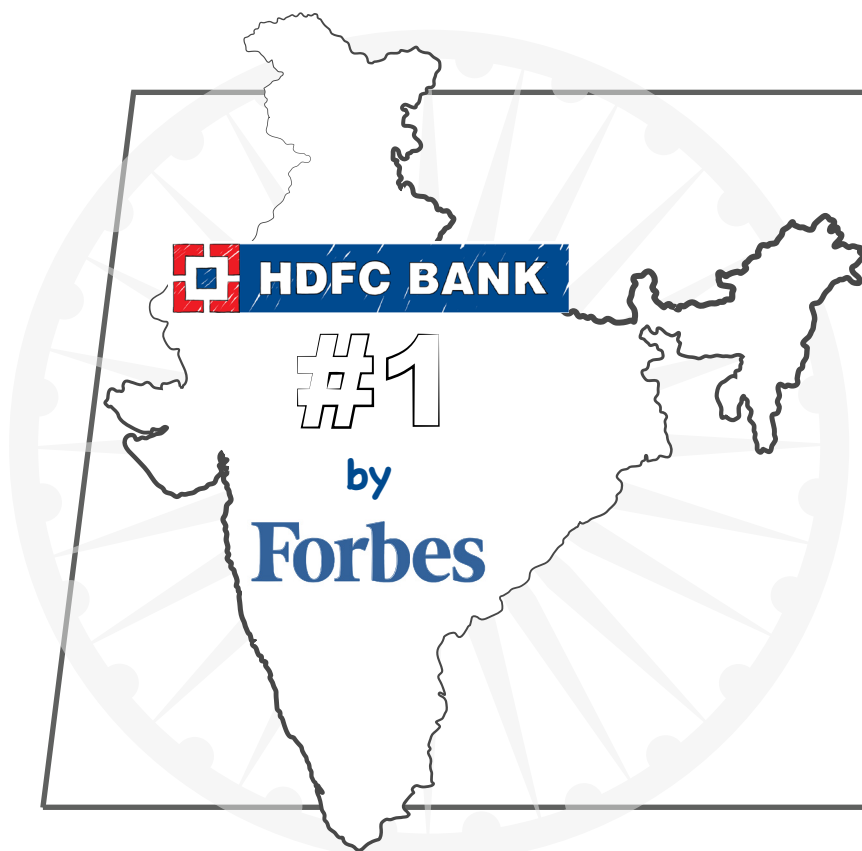


AIMA
AIMA-JRD Tata Corporate
Leadership Award



ASIAMONEY AWARDS OUR BANK 'BEST DIGITAL BANK' IN INDIA

Our Bank was adjudged the 'Best Digital Bank' in India at the Asiamoney Best Bank Awards 2019, on the basis of its best-in-class digital banking initiatives.

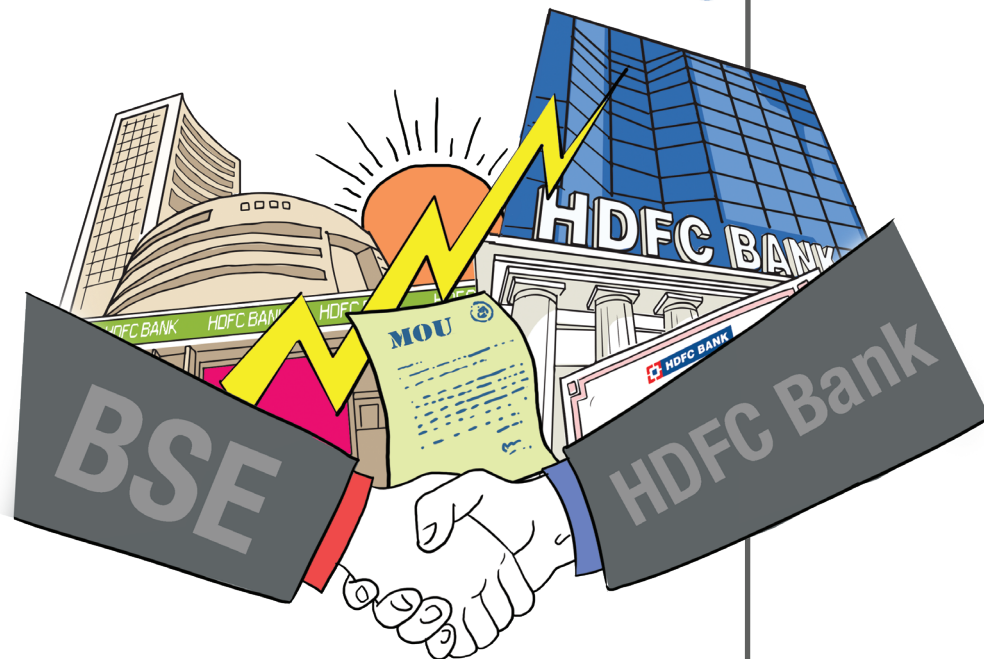


HDFC BANK VOTED NO 1 IN INDIA BY CUSTOMERS IN FORBES SURVEY

Our Bank has been ranked No 1 in India by customers in Forbes World's Best Banks survey. The survey was conducted across 23 countries and 40,000 customers.

OUR BANK TO SUPPORT BSE STARTUPS PLATFORM

Our Bank joined hands with Bombay Stock Exchange to encourage more start-ups to get listed. Through the MoU, the Bank will help strengthen the BSE Startups platform, and encourage entrepreneurs to get listed and raise equity capital.



ADITYA PURI HONoured BY AMERICAN INDIAN FOUNDATION

Mr Puri was honoured for his corporate and philanthropic leadership by the American Indian Foundation's (AIF) at their Annual New York Gala. He was recognised for transformative initiatives undertaken by HDFC Bank through Parivartan under his leadership.



OUR BANK PLEDGES SUPPORT TO 20 CYCLONE-AFFECTED SCHOOLS IN ODISHA

HDFC Bank donated ₹10 crore to the CM Relief Fund for relief and rehabilitation efforts in the areas affected by Cyclone Fani. The Bank also pledged its support to 20 schools with local NGO partners providing on-ground help with execution of work.



2020

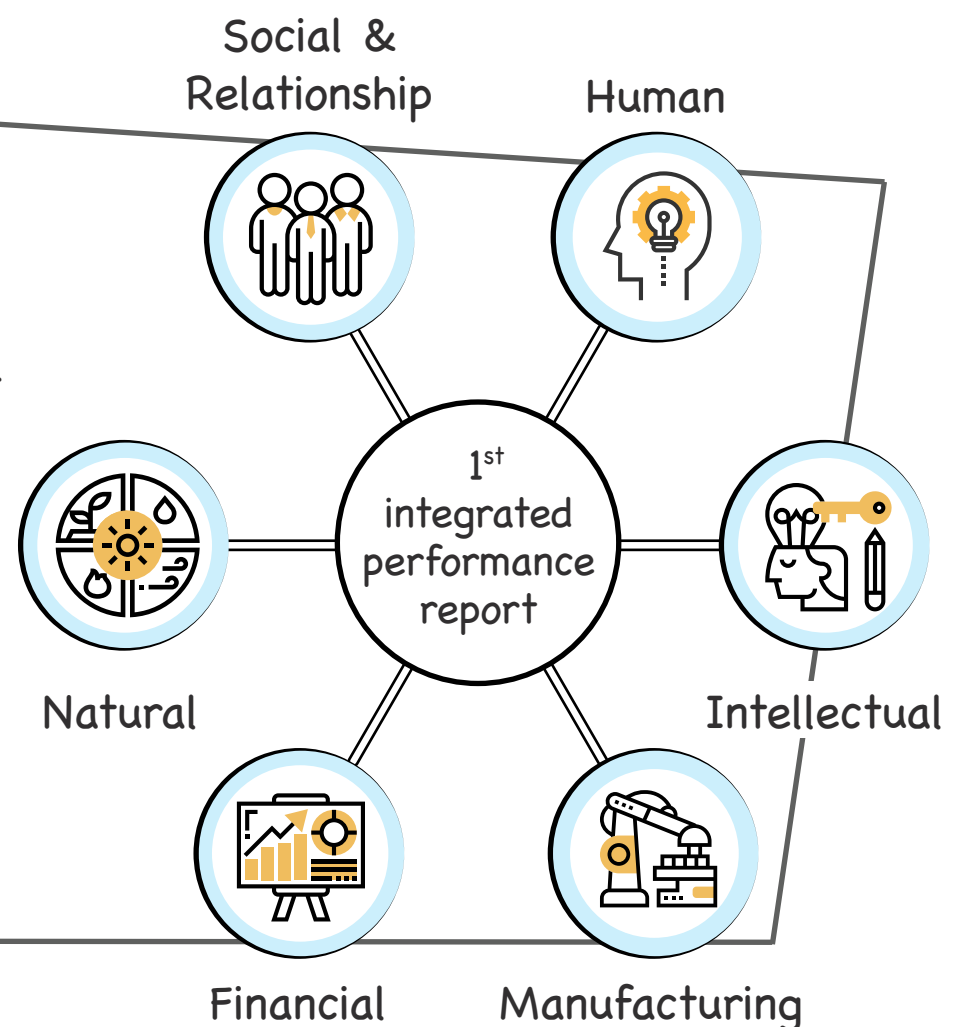


PARIVARTAN GRANTS OFFERED TO 25 SOCIAL SECTOR START-UPS

To encourage and assist start-ups working in the social sector for sustainable development, 25 start-ups from Odisha, Jharkhand, Telangana, Rajasthan and Kerala received grants. ₹10 crore has been disbursed to start-ups and incubators in India in the first phase.

BANK RELEASES ITS 1ST INTEGRATED PERFORMANCE REPORT


The report shares a holistic picture of the value created for all the Bank's stakeholders. It is in line with the guidelines issued by the International Integrated Reporting Council (IIRC) and measures the value created on the basis of six capitals: Financial, Manufacturing, Intellectual, Human, Social & Relationship, and Natural.




MILLENNIA CARD LAUNCHED FOR YOUNG INDIA

Millennia is India's first range of cards meant to cater exclusively to the lifestyle and aspirations of millennials. The card is a collaboration with MasterCard and comes in four unique variants for different types of users and provides several benefits and rewards. The Millennia range offers Easy EMI and Prepaid cards to ease the financial restrictions of young consumers.







Education




Water and Sanitation




Natural Resources Management



Skills Training and Livelihood Enhancement

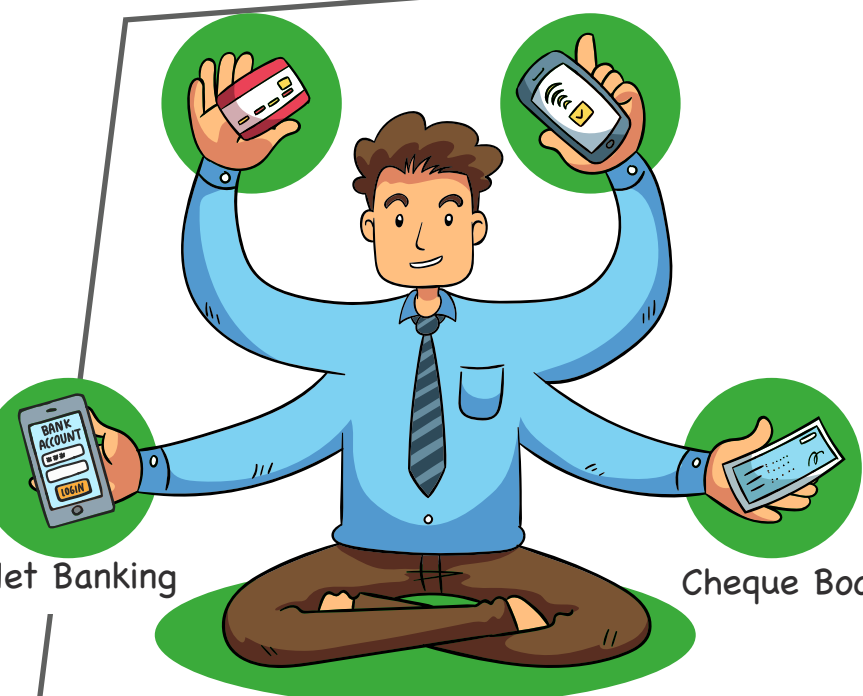


Financial Literacy and Inclusion



BANK TRANSFORMS LIVES IN 1,100 VILLAGES

Through Parivartan, the Bank has empowered rural communities by improving economic and social conditions, focusing on 5 key areas: Education, Skills Training and Livelihood Enhancement, Natural Resources Management, Water and Sanitation, Financial Literacy and Inclusion. The beneficiaries include small farmers, youth, landless labourers, children and women.



Debit Card

Mobile Banking

Net Banking

Cheque Book

COLLABORATION WITH MEITY TO PROMOTE STARTUPS

The association will encourage entrepreneurship and job creation. Our Bank will provide end-to-end banking solutions that include corporate salary accounts, forex advisory services, payment, and collections solutions and POS terminals. All the services, training, and facilities will be provided under HDFC Bank's SmartUp initiative.

1ST EDITION OF API BANKING SUMMIT LAUNCHED

To encourage innovation in the fintech sector, our Bank held the first-of-its-kind event in the country where 24 shortlisted participants presented their solutions out of over 100+ entries. Through the Summit, the Bank aims to create the latest banking facilities for its customers.



MYAPPS, A SUITE OF CUSTOMISED MOBILE APPS FOR LARGER INSTITUTIONS LAUNCHED

The myApps suite of products is a part of the Bank's strategy to provide value beyond basic banking services and tap into the B2B2C space. This will enable urban local bodies, housing societies, clubs or gymkhanas, and even religious institutions to have their digital platform.



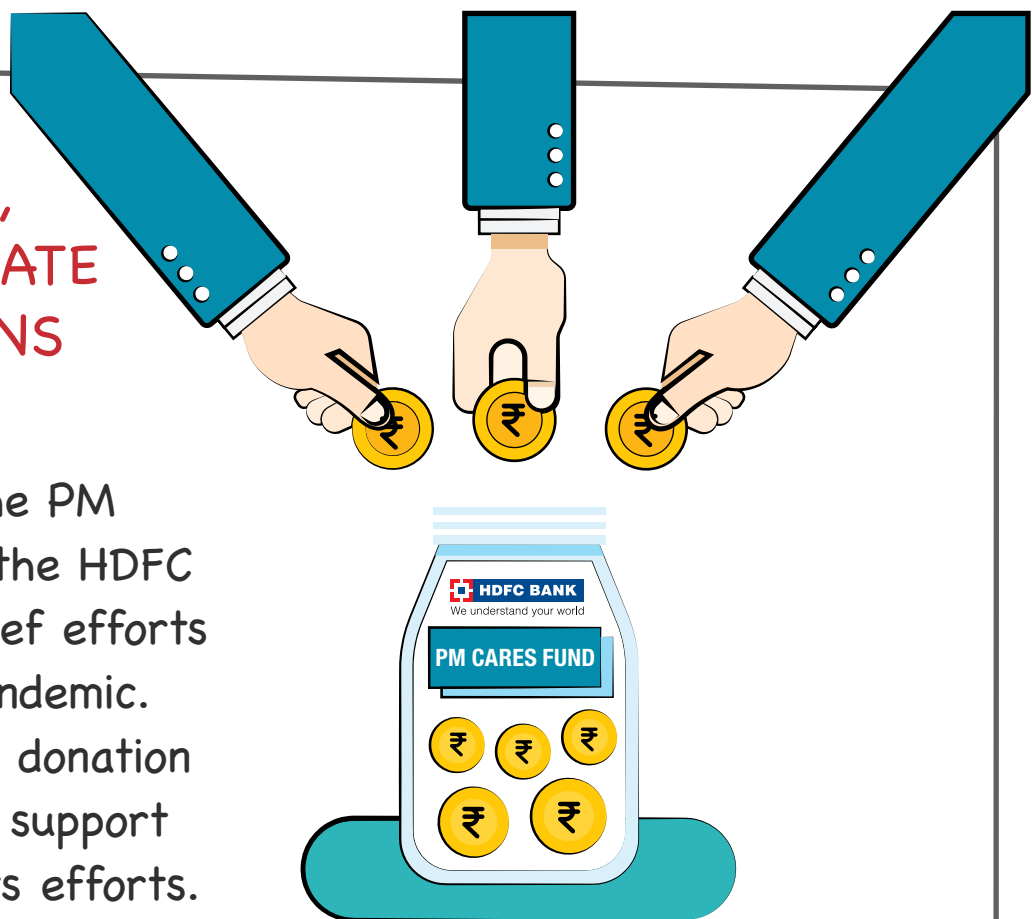
BANK CELEBRATES ITS SILVER JUBILEE; PLEDGES TO PLANT 25 LAKH TREES AND DIGITISE 2,500 CLASSROOMS

As a small gesture towards our country and society, the Bank pledged to plant 25 lakh saplings and facilitate 2,500 digital classrooms. This comes as part of the celebrations to mark the Bank's 25th year of operations.



IN WAKE OF COVID-19, BANK RECEIVES MANDATE TO COLLECT DONATIONS FOR PM CARES FUND

Individuals could donate to the PM Cares Fund created through the HDFC Bank channels to support relief efforts for those affected by the pandemic. The Bank also made an initial donation of ₹150 crore to the Fund to support the Government of India in its efforts.





COUNTRY AWARDS
2019
FinanceAsia

OUR BANK NAMED 'BEST BANK IN INDIA' BY FINANCEASIA

The Bank was adjudged India's top bank at the publication's Country Awards for Achievement 2019 for "maintaining an impressive growth trajectory and strong asset quality." FinanceAsia's annual Country Awards for Achievement recognises outperforming banks from countries in the Asia Pacific region.

All-Asia Executive Team rankings 2019



BEST CEO **BEST CFO**
BEST IR PROFESSIONAL **BEST IR COMPANY**

HDFC BANK WINS TITLE OF 'MOST HONoured COMPANY'

Our Bank was ranked among the top 3 in all 4 categories i.e. Best CEO, CFO, IR professional, and IR Company by Institutional Investor All-Asia Executive Team rankings 2019, that has close to 2,500 analysts and investment professionals. A total of 1,611 companies from 18 sectors across Asia were nominated this year.

OUR BANK RECOGNISED AT 1st CSR AWARDS

Our Bank was honoured by the Ministry of Corporate Affairs at the 1st National Corporate Social Responsibility (CSR) Awards. HDFC Bank received an Honourable Mention for its contribution to the National Priority Schemes in Agriculture and Rural Development categories. Out of 528 companies that participated, the jury finalized 19 winners and 19 honourable mentions across the three award categories.

National CSR Awards 2018



OUR BANK ADJUDGED 'BEST MSE BANK'

Our Bank received the title at the 2nd SIDBI-ET India MSE Awards 2019 for its strong MSME portfolio with advances to this segment standing at over ₹1.25 lakh crore as of March 31, 2019.

FINANCEASIA BEST MANAGED, BEST CEO RECOGNITION

Leading global financial magazine FinanceAsia voted HDFC Bank as the Best Managed Company in India in the poll conducted amongst investors and analysts. The Bank also ranked 1st in best Corporate Governance and 2nd in environmental stewardship. Mr Aditya Puri was voted as the 'Best CEO'.

**#1
BEST
MANAGED
COMPANY**

**#1
BEST
CORPORATE
GOVERNANCE**



**#1
BEST CEO
MR. ADITYA PURI**

RANKED INDIA'S NO 1 BRAND FOR 7th CONSECUTIVE YEAR

The '2020 BrandZ™ Top 75 Most Valuable Indian Brands' survey ranked our Bank as India's No 1 brand for 7th time in a row. Our brand value has grown from \$9.4 billion in 2014 to \$20.3 billion in 2020 in the past 7 years.



MR PURI HONoured WITH EUROMONEY LIFETIME ACHIEVEMENT AWARD

Our former MD, Mr Aditya Puri, became the only Indian corporate leader to earn the Lifetime Achievement Award by Euromoney Awards of Excellence 2020. He was recognised for his contribution for unrelenting focus on customers, creating value for all stakeholders, giving back to society and creating a highly respected and trust-worthy brand.



RECOGNISED AS A 'GREAT PLACE TO WORK FOR 2020'

Our Bank was one of only four mega companies to earn the 'Great Place to Work for 2020' certification. An anonymous employee survey was conducted on five key parameters by a third-party global authority. This recognition acknowledges our Bank's commitment towards fostering a culture of camaraderie, fairness, respect, pride, and credibility amongst its employees.

EUROMONEY AWARDS BEST BANK AWARDS 2020

ASIAMONEY
BEST BANK
AWARDS 2020

'BEST BANK
IN INDIA' AT THE
FINANCEASIA

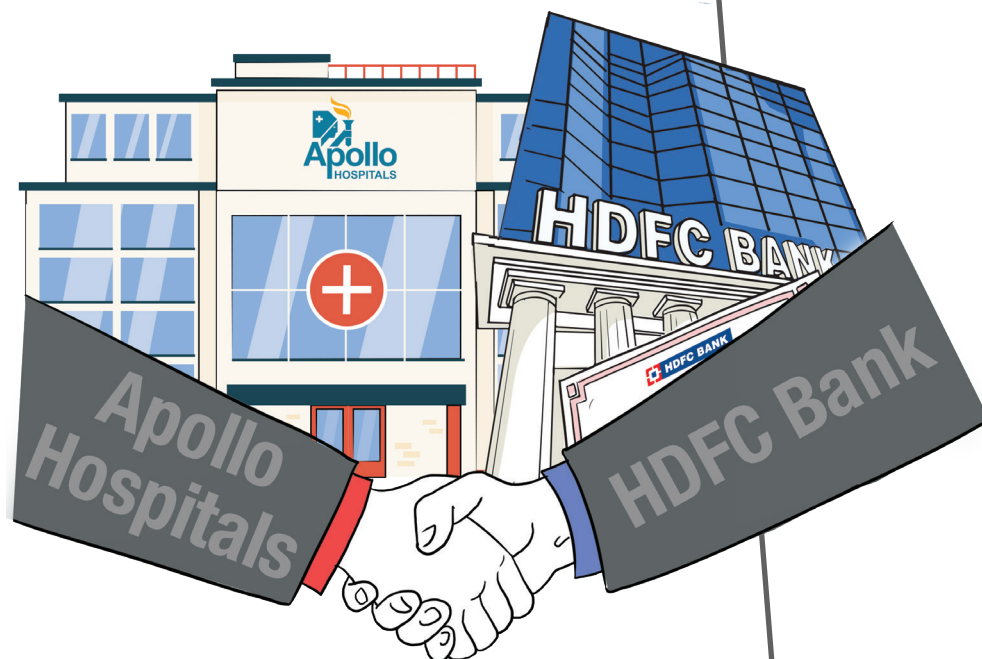


ADJUDGED INDIA'S BEST BANK AT MULTIPLE FORUMS

Our Bank was recognised as the 'Best Bank in India' at the FinanceAsia, Euromoney Awards and Asiamoney Best Bank Awards 2020 based on our all-round performance across businesses. The recognitions reflect our impeccable credentials, strong financials and corporate governance even amid the pandemic.

PARTNERED WITH APOLLO HOSPITALS FOR QUALITY HEALTHCARE

Our Bank, in collaboration with Apollo Hospitals, launched The HealthyLife Programme. A holistic healthcare solution, it enables our customers to get round the clock access to emergency Apollo Doctor at no cost and a host of other benefits on Apollo 24|7 - Apollo's digital platform.





'FESTIVE TREATS' 2.0 WITH 1,000+ OFFERS LAUNCHED

After the successful first edition, our Bank launched Festive Treats 2.0 in 2020. Customers can avail of special deals on all banking products from loans to bank accounts, with over 1,000+ offers from leading players and over 2,000 hyper local offers through tie ups with local merchants across semi urban and rural locations.

VIDEO KYC FACILITY LAUNCHED

The new facility allows prospective customers to open a full KYC all-benefit account quickly through an online and secure journey. The Video KYC facility was deployed for Savings and Corporate Salary accounts and Personal Loans and will be rolled out for other products in a phased manner.





SHAURYA: A FIRST-OF-ITS-KIND CARD FOR ARMED FORCES

On the eve of India's 74th Independence day, our Bank launched the Shaurya KGC card for our over 45 lakh Indian armed forces personnel. Key benefits include life cover of ₹10 lakh as against ₹2 lakh for an average card, and simple documentation that doesn't require physical presence.

INDIA'S FIRST WAREHOUSE COMMODITY FINANCE APP LAUNCHED

In an industry first, our Bank launched a Warehouse Commodity Finance app that will greatly benefit agri processors, traders and farmers. It will enable customers to draw down and manage the loan against pledge of commodities online without physical intervention or multiple visits to a Bank branch.





RBI APPROVES APPOINTMENT OF MR SASHIDHAR JAGDISHAN AS MD & CEO

The Reserve Bank of India approved the appointment of Mr Jagdishan as Managing Director & CEO of HDFC Bank. The appointment is for a period of three years beginning October 27, 2020.

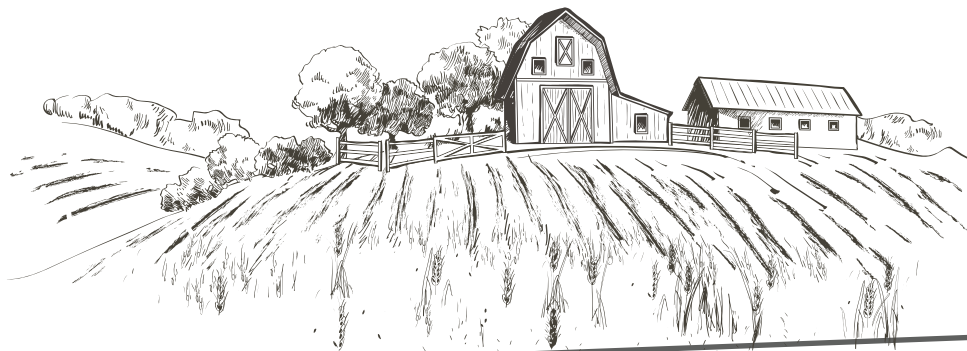
*Hum haar
nahi maanenge*

ICONIC MUSICAL ANTHEM COMPOSED BY AR RAHMAN, PRASOON JOSHI

Our Bank together with AR Rahman and Prasoon Joshi created 'Hum Haar Nahi Maanenge' - a collaborative song of hope. The inspiring tune is a tribute to the indomitable spirit of India and millions of Indians who are standing together to fight the COVID-19 pandemic.

'E-KISAAN DHAN' APP FOR FARMERS LAUNCHED

As a one-stop solution for knowledge and information on agricultural practices and to address the needs of the rural ecosystem our Bank launched the 'e-Kisaan Dhan' app. The app gives users access to a bouquet of agricultural and banking services on their mobile.



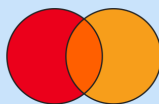
2021

PARTNERED WITH MASTERCARD, USAID AND DFC TO LAUNCH \$100 MILLION CREDIT FACILITY FOR MSMES

Our Bank in partnership with Mastercard, U.S. International Development Finance Corporation (DFC), and U.S. Agency for International Development (USAID) launched a \$100 million credit facility to promote and encourage small businesses in India. The credit facility extended working capital loans to small businesses, particularly those that are women-owned, that need financing to support their digitisation and recovery from the effects of the



We understand your world



USAID



U.S. International
Development
Finance Corporation

INTEGRATED WITH NATIONAL AGRICULTURE MARKET (e-NAM) TO REACH OVER 1.71 CRORE FARMERS

Our Bank integrated with the Government of India's National Agriculture Market (eNAM) to enable digital collections and settlement of funds to various e-NAM beneficiaries. Additionally, our Bank partnered with the SFAC to further improve the ease of doing business on e-NAM platform by offering multiple collection modes through integration with eNAM.



ISSUED RECORD HIGH OF OVER 4 LAKH CARDS POST EMBARGO

Our Bank achieved a record of over 4 lakh credit cards issued since the lifting of the embargo. The achievement marked the aggressive growth path that our Bank has charted post the embargo to re-invent and co-create its credit cards portfolio with strong products and partnerships.



PARTNERED WITH INDIA POST PAYMENTS BANK TO SERVE SEMI-URBAN AND RURAL AREAS

Our Bank partnered with India Post Payments Bank Partners for Banking Products & Services in Semi-Urban and Rural Areas. This alliance gives over 4.7 crore IPPB customers access to HDFC Bank's products and services. It also allows our Bank to leverage IPPB's network of 650 branches and over 136,000 Banking Access Points to expand its outreach to customers in semi-urban and rural locations.

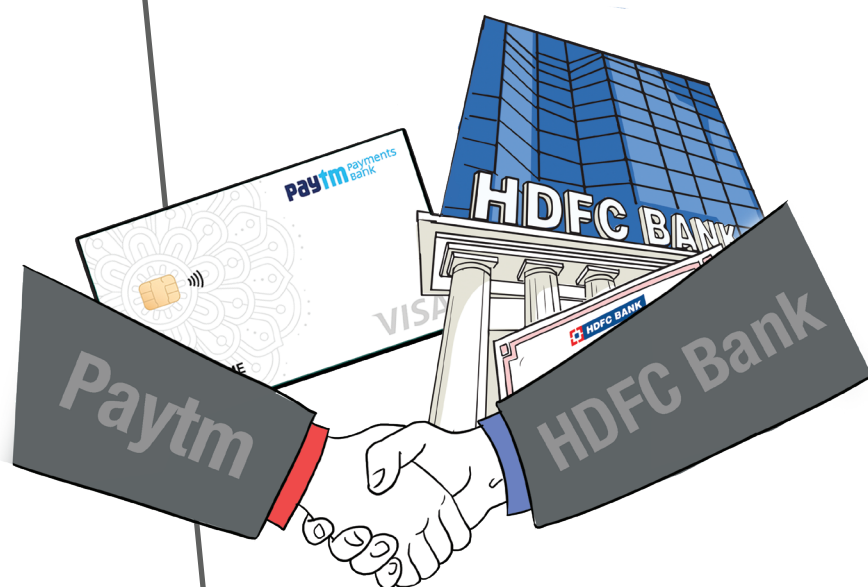
LAUNCHED MICRO-CREDIT FACILITY FOR PM SVANIDHI SCHEME

Our Bank launched PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) with Common Service Centres (CSC) – a special micro-credit facility for street vendors. The initiative was aimed at providing a collateral-free affordable loan of Rs 10,000 with an interest subsidy of 7% to Village Level Entrepreneurs (VLEs) to help them resume their businesses and boost the business cycle.



PARTNERED WITH PAYTM TO LAUNCH CO-BRANDED CREDIT CARDS

Our Bank partnered with Paytm to launch a comprehensive range of credit cards powered by VISA. In a first-of-its-kind alliance, the partnership aimed to provide a wide range of offerings across customer segments, with a special focus on millennials, business owners and merchants. The partnership aimed at delivering superior value and experience to customers by leveraging off each other's strengths.



RAISED \$1 BILLION OF AT1 NOTES

The largest such overseas issuance by an Indian bank, our Bank raised a benchmark sized Bond Issuance under RegS/144A format. Our Bank was able to successfully price its US \$1 billion issuance of Additional Tier 1 (AT1) notes in the overseas markets. The issuance was given a provisional rating of Ba3 by Moody's Rating Services, making it one of the tightest pricings achieved by any Asian bank with Ba3 rating.



ADJUDGED INDIA'S BEST BANK AT MULTIPLE AWARD FORUMS

'Best Bank in India' at Euromoney Awards 2021

Our Bank was adjudged 'Best Bank in India' at the Euromoney Awards for Excellence 2021.

Recognised by Asiamoney Asia Private Banking Awards 2021

Our Bank was adjudged Best for Wealth Transfer / Succession Planning category in India at the annual awards.

'Best Bank' by FinanceAsia

Our Bank has won this distinction for the fifth consecutive year.

Voted the Most Outstanding Company in India at Asiamoney 2021 Poll

Our Bank was voted 'Overall Most Outstanding Company in India' in the poll.

'India's Best SME Bank' by Asiamoney

The Asiamoney Best Bank Awards 2021 recognised our Bank for its role in the transformation of its micro, small and medium-sized enterprise (MSME) business.





CREATED DIGITAL AND ENTERPRISE FACTORIES TO ENHANCE DIGITAL BANKING EXPERIENCE

Our Bank has begun setting up a Digital Factory and an Enterprise Factory, pivoted on APIs, data and cloud, to roll out new digital products and services in the future and augment its IT Infrastructure. The initiative was launched to strengthen capabilities for the Digital and Enterprise factories by hiring up to 500 people over the next two years.

2022



ADJUDGED 'BEST PRIVATE BANK IN INDIA' AT THE GLOBAL PRIVATE BANKING AWARDS 2021

Our Bank was adjudged Best Private Bank in India at the Global Private Banking Awards 2021, organised by Professional Wealth Management (PWM). PWM specialises in analysing the growth strategies of private banks and the regional financial centres in which they operate. For the Global Private Banking Awards 2021, PWM received over 120 submissions which were reviewed by a panel of 16 judges from four continents.



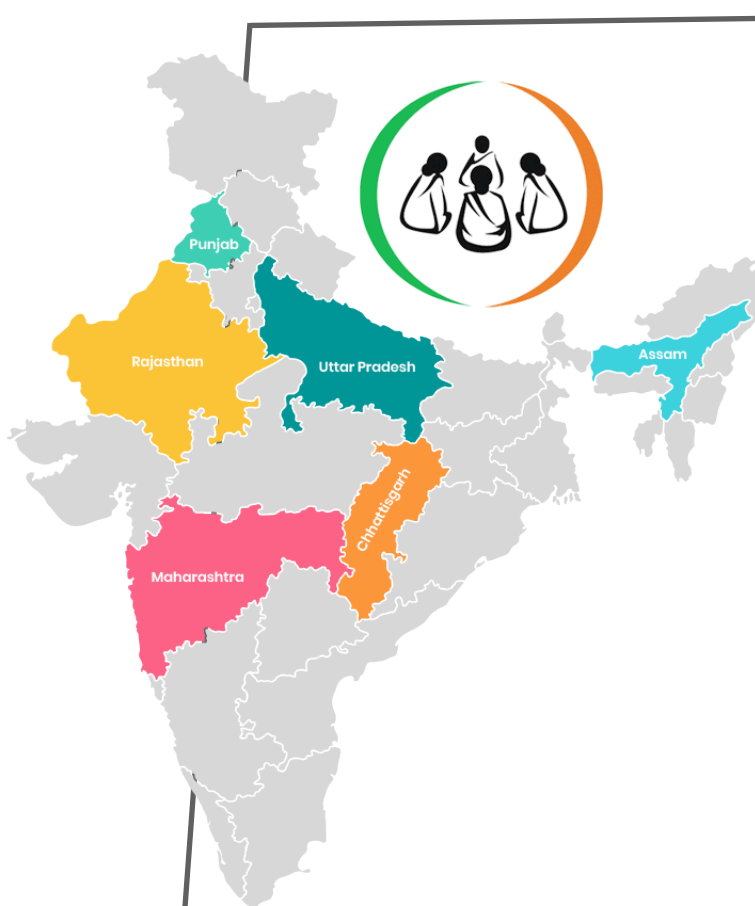
FINANCED ASIA'S LARGEST WASTE-TO-ENERGY PLANT IN INDORE

As part of its ESG commitment, our Bank partnered with Indore Clean Energy (ICEPL) for the development of 550 tonnes/day of Municipal Solid Waste (MSW) to Compressed Biogas (CBG) plant - the largest Bio-CNG plant in Asia. This is the largest waste-to-energy project funded by our Bank. The plant is expected to treat 50% of municipal waste generated in Indore City and convert it to 100% green products.

UNLOCKED INVESTING OPPORTUNITIES IN GLOBAL STOCKS FOR INDIAN RETAIL INVESTORS WITH NSE IFSC RECEIPTS

Our Bank, in association with NSE International Exchange (NSE IFSC), launched trading in India's first Unsponsored Depository Receipts (NSE IFSC Receipts) to allow Indian retail investors to transact on the NSE IFSC platform under the Liberalised Remittance Scheme prescribed by the Reserve Bank of India.





ADJUDGED BEST PERFORMING BANK IN SHG LINKAGE BY NRLM, MINISTRY OF RURAL DEVELOPMENT

Our Bank was adjudged Best Performing Bank in SHG Linkage by National Rural Livelihood Mission (NRLM), Ministry of Rural Development, Government of India. Notably, our Bank was the only private bank to be felicitated for remarkable work in SHGs by the NRLM. As part of NRLM, our Bank provides access to financial services to over 4.5 lakh individuals in unbanked and underbanked sections of society.

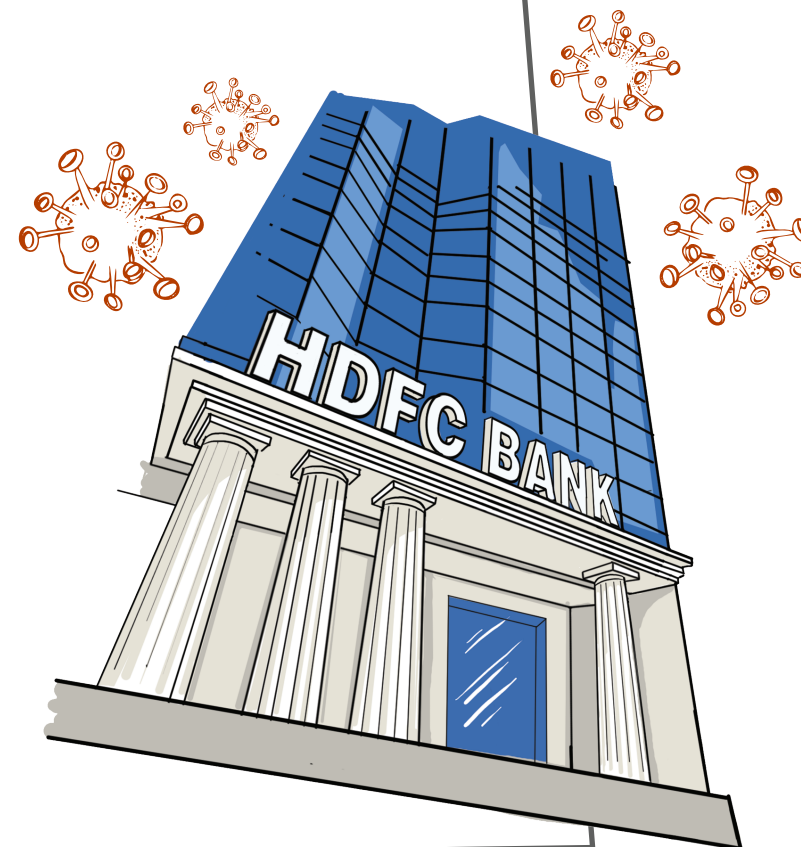
PARTNERED WITH NSE IFSC RECEIPTS

In March, our Bank partnered with NSE IFSC to launch India's first Unsponsored Depositary Receipt that provided Indian retail investors with an opportunity to invest easily in global stocks. The NSE IFSC Receipts framework also made these investments extremely affordable and transparent, thereby paving the way for retail participation.

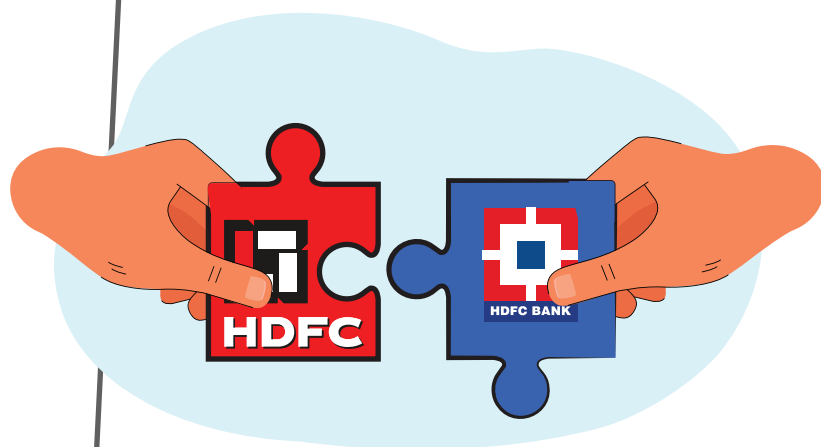


OPENED OVER 1,000 BRANCHES DURING PANDEMIC

As part of its project, 'Future Ready', our Bank added over 1,000 branches to its network over the past two years. During the pandemic, the Bank opened two new branches every day, and 734 branches were opened in FY2022 alone. The Bank also set a new record of 'Maximum Bank Branches Simultaneously Inaugurated Pan India' on 31 March 2022 by digitally launching 250 branches.



TRANSFORMATIONAL MERGER ANNOUNCED BETWEEN HDFC LTD & HDFC BANK LTD



In April, our Bank, the largest private sector bank in India, announced a transformational merger with India's largest housing finance company, HDFC Limited. The proposed transaction will create a large balance sheet and net-worth that would allow greater flow of credit into the economy.

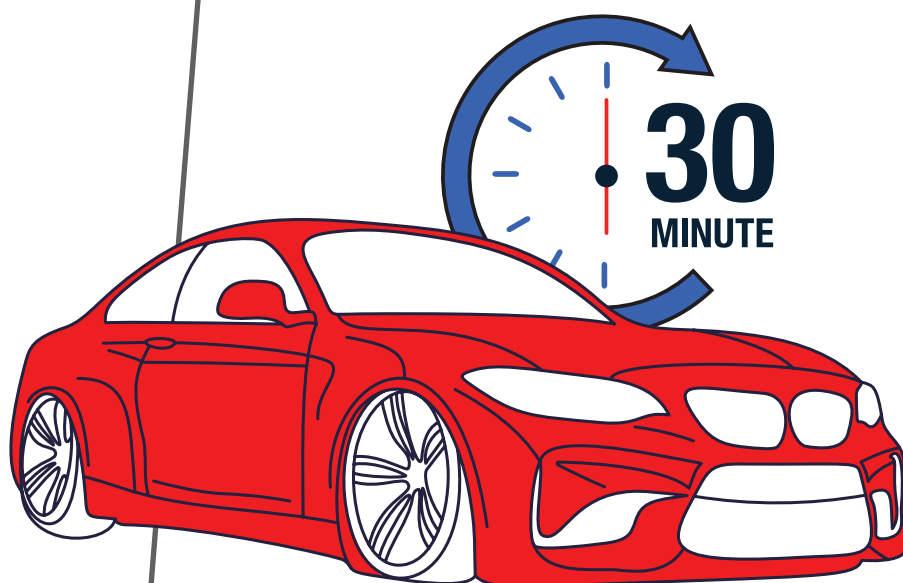
'VIGIL AUNTY' CAMPAIGN LAUNCHED

In August, our Bank celebrated 75 years of India's independence by launching a new campaign, 'Vigil Aunty', which encouraged people across the country to practise safe banking habits. This complemented the Bank's popular 'Mooh Band Rakho' campaign which urges people not to share their confidential banking information with others.



INDUSTRY-FIRST 30-MINUTE 'XPRESS CAR LOAN' LAUNCHED

In September, our Bank launched 'Xpress Car Loans' – an end-to-end digital new car loan journey for existing customers as well as non-customers. The Bank has integrated its lending application with automobile dealers across the country. This industry-first facility revolutionised car financing.



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'India's Best SME Bank' by Asiamoney

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'Best Private Bank In India' At The Global Private Banking Awards 2021

Our Bank was adjudged Best Private Bank in India at the Global Private Banking Awards 2021, organised by Professional Wealth Management (PWM).



2023



PILOT FOR OFFLINE DIGITAL PAYMENTS LAUNCHED

In February, our Bank partnered with Crunchfish as part of a pilot project to test offline digital payments for merchants and customers under the RBI's Regulatory Sandbox Program, known as 'OfflinePay'. 'OfflinePay' will enable customers and merchants to make and receive payments even when there is no mobile network. Our Bank is the first bank in the industry to launch a digital payment solution in a completely offline mode.

STRATEGIC PARTNERSHIP ANNOUNCED BETWEEN HDFC BANK AND LULU EXCHANGE

In February, our Bank signed a MoU with LuLu Exchange to boost cross-border payments between India and the Gulf Cooperation Council (GCC) region. This partnership will enable remittances to India through HDFC's online and mobile banking powered by LuLu Exchange. The alliance will also launch 'RemitNow2India' service for quick money transfer from UAE to India.



OPENED FIRST ALL-WOMEN BRANCH IN UTTAR PRADESH

In February, our Bank opened its first all-women branch in Varanasi, Uttar Pradesh. The branch will have 5 women bankers. This initiative reflects the Bank's values of diversity and inclusion.



PARTNERSHIP WITH IRCTC ANNOUNCED TO LAUNCH INDIA'S MOST REWARDING CO-BRANDED TRAVEL CREDIT CARD



Indian Railway Catering and Tourism Corporation Ltd (IRCTC), the public sector undertaking under the Ministry of Railways, and our Bank partnered to launch one of India's most rewarding co-branded travel credit cards, in March. The card will provide exclusive benefits and maximum savings on bookings of train tickets booked through the IRCTC's ticketing website and through IRCTC Rail Connect app.

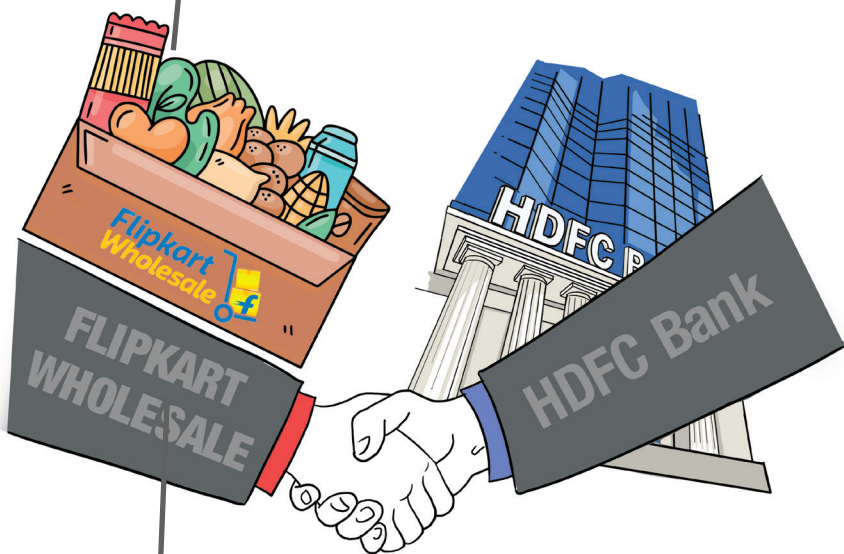
MOU SIGNED TO PLANT 30 LAKH TREES IN MUMBAI

In March, our Bank announced the launch of a tree plantation drive in Mumbai, after signing an MoU with the Office of the Collector, Mumbai Suburban to plant 30 lakh trees across Mumbai city. This activity is part of Parivartan, our Bank's umbrella brand for all environmental, social, and governance (ESG) initiatives. The large-scale tree plantation will contribute to reducing pollution, improving the local ecosystem the overall biodiversity.



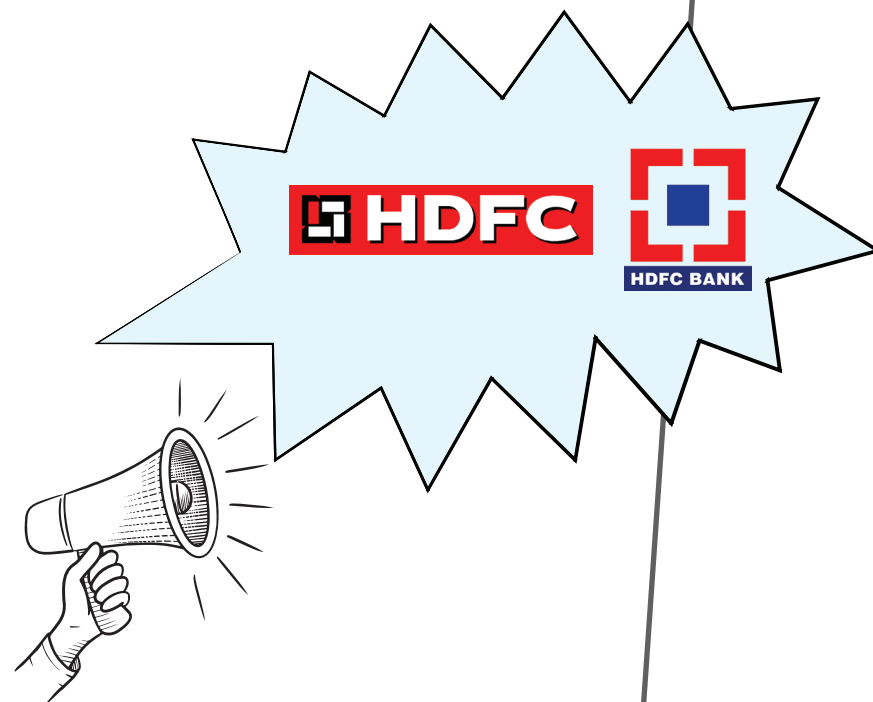
PARTNERED WITH FLIPKART WHOLESALE TO LAUNCH INDUSTRY-FIRST CO-BRANDED CREDIT CARD

In March, our Bank in partnership with Flipkart Wholesale launched an industry-first co-branded credit card exclusively for Flipkart Wholesale members. As part of this collaboration, registered members of Flipkart Wholesale will be able to avail of 5% cashback on Flipkart Wholesale online spends, along with INR 1,500 worth of activation cashback, zero joining fee, and additional cashback on utility bills and other expenses.



MERGER OF HDFC LIMITED AND HDFC BANK APPROVED

The National Company Law Tribunal approved the merger of HDFC Bank and HDFC Limited on March 17, 2023. The RBI on April 21 came up with a special dispensation. It gave the Bank three years to comply with Priority Sector Lending requirements post the effective date of the merger.

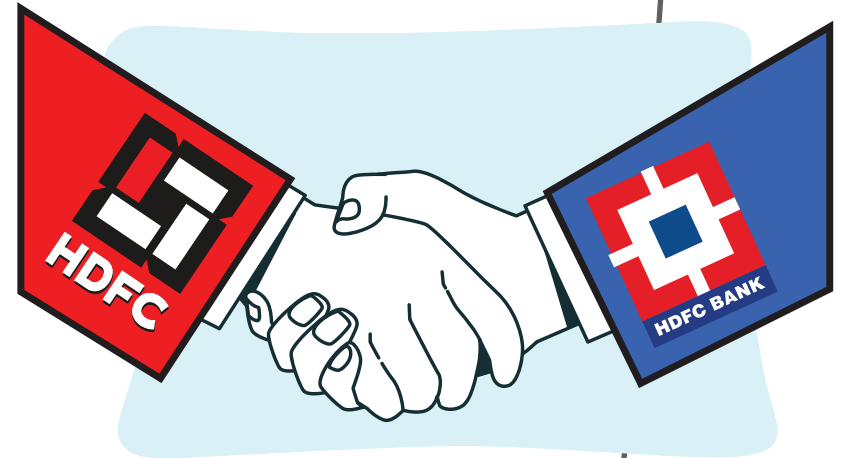


KAIZAD BHARUCHA AND BHAVESH ZAVERI APPOINTED BY RBI AS DEPUTY MANAGING DIRECTOR AND EXECUTIVE DIRECTOR OF HDFC BANK, RESPECTIVELY

In April, the Reserve Bank of India (RBI) approved the appointment of Mr Kaizad Bharucha as the Deputy Managing Director, and Mr Bhavesh Zaveri as Executive Director of our Bank for a period of three years, with effect from April 19, 2023.

MERGER BETWEEN HDFC BANK AND HDFC LTD COMPLETED

Our Bank announced the successful completion of merger of HDFC Ltd., India's premier housing finance company with and into HDFC Bank, following the receipt of all requisite shareholder and regulatory approvals. The Boards of both the companies noted that the merger would be effective from July 1, 2023.



INTEROPERABLE UPI QR CODE LAUNCHED

In July, our Bank announced the launch of UPI QR code interoperable with India's sovereign digital currency, Central Bank Digital Currency (CBDC). With this, our Bank became one of the first banks in the country to complete the integration process. The interoperable UPI QR code allows HDFC Bank merchants who have been onboarded on the Bank's CBDC platform, to accept payments from their customers in the form of Digital Rupee currency, boosting usage of CBDC in day-to-day transactions.



INDIA'S FIRST CO-BRANDED HOTEL CREDIT CARD LAUNCHED

In August, our Bank partnered with Marriott Bonvoy, Marriott International's award-winning travel programme, to launch the 'Marriott Bonvoy HDFC Bank Credit Card', India's first co-branded hotel credit card. The card will run on Diners Club®, part of the Discover Global Network and aims to be one of the most rewarding travel cards in India.



OVER 100 BANKING CORRESPONDENT CENTERS INAUGURATED ACROSS INDIA

In August, our Bank announced the inauguration of over 100 Banking Correspondent Centres (BCC) in Uttar Pradesh, Jammu & Kashmir, Bihar, Assam, Telangana, Odisha, and across many other states in India. These centres will function as a mini branch, with Village Level Entrepreneurs (VLEs) assisting customers to avail banking products digitally.





ADJUDGED INDIA'S BEST PRIVATE BANK

In October, our Bank was adjudged 'Best Private Bank for Education and Training of Private Bankers (Asia)' and 'Private Bank for Growth Strategy (Asia)' at the Global Private Banking Awards 2023. Our Bank won awards in 2 categories - Best Private Bank for Education and Training of Private Bankers (Asia), and Private Bank for Growth Strategy (Asia). Additionally, our Bank was highly commended in the category of the Best Private Bank in India.

DIGITAL BANKING PLATFORM XPRESSWAY LAUNCHED

In October, our Bank launched a digital banking platform, XpressWay that offers a variety of banking services. XpressWay allows customers to apply for loans, credit cards, and accounts, and update their PAN and other details. Both new and existing HDFC Bank customers can access XpressWay.



2024

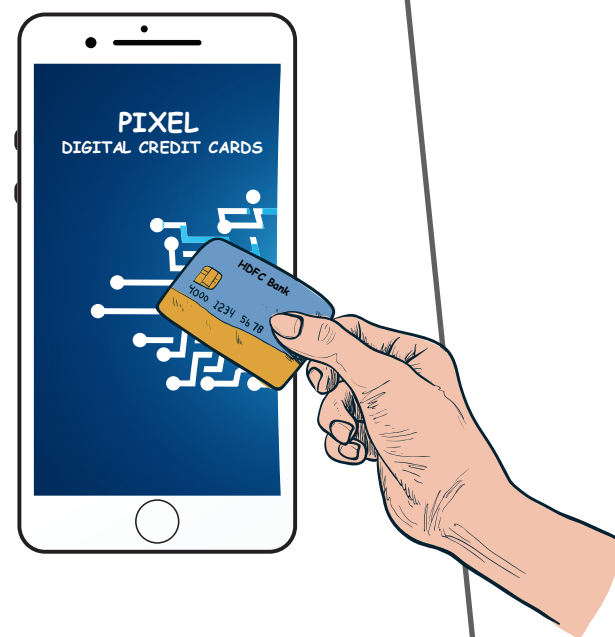
BUSINESS CREDIT CARD SERIES FOR SELF-EMPLOYED COMMUNITY LAUNCHED

In February, our Bank expanded its SME Payment Solutions with the launch of Business range of credit cards customised for business owners, entrepreneurs, and freelancers. The credit cards will be available in 4 variants – BizFirst, BizGrow, BizPower, and BizBlack. The range offers a best-in-class interest-free credit cycle of 55 days, savings on core business spends like utility bills, GST, income tax and more.



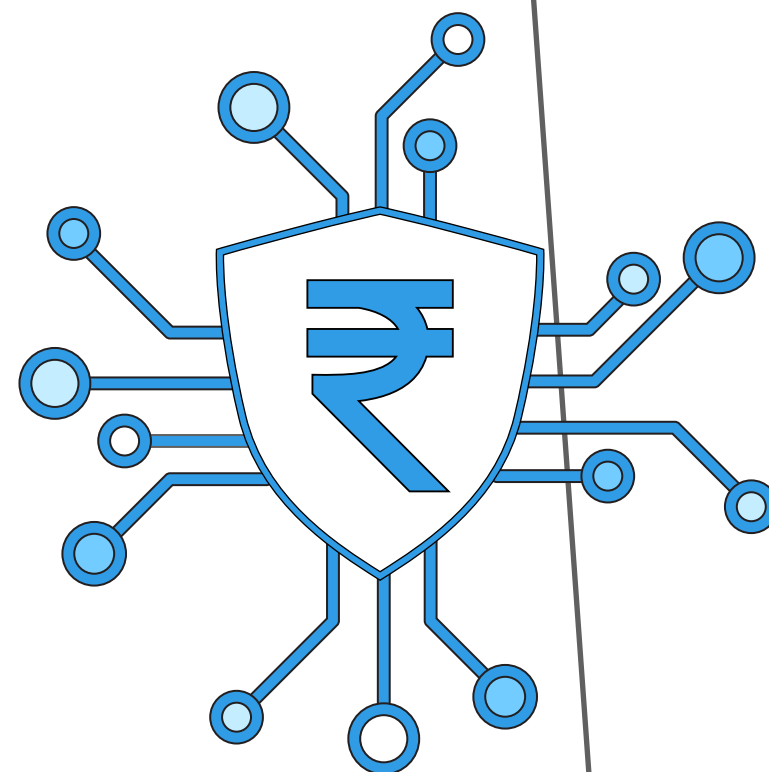
PIXEL – A NEW GENERATION OF DIGITAL CREDIT CARDS LAUNCHED

In May, our Bank launched 'PIXEL', an end-to-end mobile app-based and customisable DIY digital card range designed for Digital Natives. The range is tailored to a generation characterised by digital fluency, unique preferences, and distinct financial behaviours.



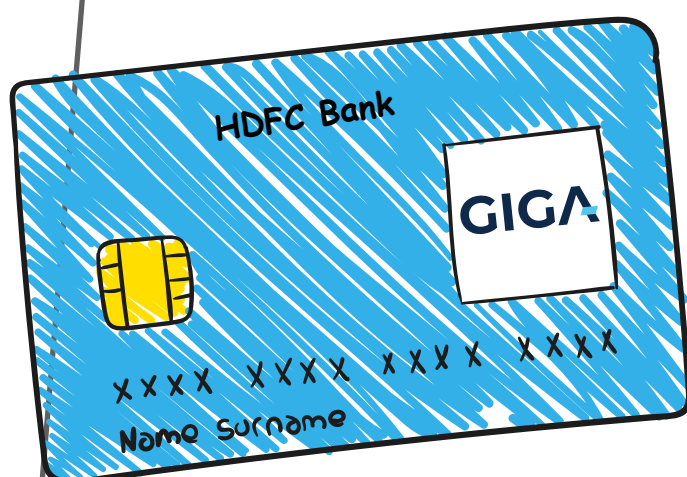
UPI AND CBDC FEATURES UNVEILED TO ENHANCE CUSTOMER EXPERIENCE

In August, our Bank unveiled new features for Unified Payments Interface (UPI) and Central Bank Digital Currency (CBDC), including UPI Circle-Delegate Payment; Personalising Experiences on UPI; and User-Level Programmable CBDC. Developed in collaboration with multiple fintech partners, these features aim to enhance the digital banking experience for customers by improving convenience, security, and access.



GIGA – A COMPLETE FINANCIAL SUITE OF PRODUCTS FOR GIG WORKERS LAUNCHED

In August, our Bank launched GIGA – a digital-first programme offering a host of customised products and services to address the requirements of gig workers/freelancers. GIGA was launched after an in-depth consumer research study to understand the needs of freelancers.



OUR BANK'S FIRST BRANCH INAUGURATED IN SINGAPORE

In October, our Bank inaugurated its first branch in Singapore. Our Bank has been granted a wholesale banking license by the Monetary Authority of Singapore (MAS) effective 15th October 2024. This allows the Bank to offer a wide range of financial products and services to residents of Singapore.

