

The Asian Banker declares HDFC Bank the “Best Retail Bank” in India

- ***HDFC Bank wins for the 4th year in a row***
- ***More than 130 retail financial institutions participated from 22 countries across the Asia Pacific, Gulf and Central Asian regions***

Mumbai, March 29, 2010: HDFC Bank, one of India's premier banks, has won The Asian Banker's 'Best Retail Bank in India' award this year. Beating a host of other competitors in Asia Pacific, Gulf Cooperation Council (GCC) and Central Asia on a range of parameters, the Bank has won the 'Best Retail Bank in India' award for the fourth year in a row. The Bank also emerged best in the "Automobile Lending" sector.

Some of the parameters that winners were measured on:

- Outstanding annual performance of the retail banking unit
- Sustainability as a franchise over a long period of time and across economic cycles
- A well-defined franchise in the chosen marketplace
- Transparency and accountability of business model
- Ethical banking
- Clear sales and execution skills at the product level
- Rigorous risk management capabilities
- Superior business and operational processes and technology
- Strong penetration and efficiency of distribution channels
- Focus on developing human resources to support the bank's strategy

Announcing the Asian Banker Excellence awards 2009, the publication has observed in its communication to the company, "HDFC Bank has passed all stringent screening and requirements throughout the Excellence in Retail Financial Services evaluation process and been granted the awards."

The Asian Banker Excellence in Retail Financial Services Programme was instituted in 2001 on the premise that an outstanding player in the retail financial services industry should build business franchises that are sustainable, competitive and profitable over a period of time.

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 over 18 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.



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As of December 31, 2009, the Bank had a distribution network with 1,725 branches and 3,898, ATMs in 771 cities.

For the nine months ended December 31, 2009, the Bank earned total income of INR 150.24 billion (Rs. 15,023.9 crore) as against INR 142.57 billion (Rs.14,257.4 crore) in the corresponding period of the previous year. Net revenues (net interest income plus other income) for the nine months ended December 31, 2009 were INR 89.39 billion (Rs. 8939.3 crore), as against INR 77.45 billion (Rs. 7745.1 crore) for the nine months ended December 31, 2008. Net Profit for the nine months ended December 31, 2009 was INR 21.12 billion (Rs. 2,112.1 crore), up by 30.9% over the corresponding nine months ended December 31, 2008.

The Bank's total balance sheet size touched INR 2,045.5 billion (Rs.204,553 crore) as of December 31, 2009. Total deposits were INR 1,547.9 billion (Rs.154,789 crore) as of December 31, 2009. Total income for the year ended March 31, 2009 grew by 58.2% to INR 196.22 billion (Rs.19622.9crore) over the corresponding year ended March 31, 2008.

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

For more information please log on to: www.hdfcbank.com

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