



NEWS RELEASE

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

The Asian Banker declares HDFC Bank “Best Retail Bank” In India 6th Year Running

- **Bank Also wins “Best Bancassurance” & “Best Risk Management” Awards**
- **More than 160 retail financial institutions participated from 30 countries**

Mumbai, Mar 28, 2012: HDFC Bank, the second largest private bank in the country, has won three awards at the 11th International Excellence in Retail Financial Services Awards Programme this year organized by ‘The Asian Banker’. While it won the “Best Retail Bank in India” award for the sixth consecutive year, the Bank was also declared winner of “Best Bancassurance” & “Best Risk Management” in two product categories.

In the Retail Banking category, the banks were judged on some of the following parameters:

- 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, 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 21 million customers across hundreds of Indian cities using multiple distribution channels including a pan-



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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 17 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of Dec 31, 2011, the Bank had a distribution network with 2,201 branches and 7,110 ATMs in 1,174 localities.

For the quarter ended December 31, 2011, the Bank's total income was INR 86.226 billion (₹8,622.6 crore) as against INR 63.578 billion (₹6,357.8 crore) for the quarter ended Dec 31, 2010. Net revenues (net interest income plus other income) were INR 43.56 billion (₹4,536.0 crore) for the quarter ended December 31, 2011, as against INR 39.045 billion (₹3,904.5 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended December 31, 2011, was INR 14.297 billion (₹1,429.7 crore), up by 31.4% over the corresponding quarter ended December 31, 2011.

The Bank's total balance sheet size increased by **34.3%** to INR 3,354.87 billion (₹335,487 crore) as of December 31, 2011. Total deposits were INR 2,325.08 billion (₹232,508 crore) as of December 31, 2011.

Total income for the nine months ended December 31, 2011, were INR 236.500 billion (₹23,650.02 crore).

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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