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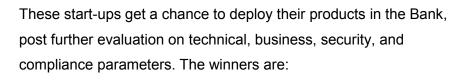
# **HDFC Bank announces winners of the Digital Innovation Summit**

• Five FinTech start-ups in Artificial Intelligence, Quality Assurance, Mobile, and Biometric Payments domains selected

**Mumbai, March 10, 2016:** <u>HDFC Bank Ltd.</u>, today announced five winners of the Digital Innovation Summit. The winners are from artificial intelligence, marketing, quality assurance, and payments (both mobile and biometric) domains.











Name	Domain	Offering	Location
		Customer	
		Response	
Senseforth	Artificial	System	Bengaluru
Technologies	Intelligence	powered by	
		Artificial	
		Intelligence	
		Customer	
Tagnpin	Marketing	Engagement	Gurgaon
		QR code	
Net Vigil	Mobile	based Mobile	Mumbai
Software	Payments	Payments	
		In-app	
Bugclipper	Quality	feedback and	Mumbai
Technologies	Assurance	reporting tool	
Tapits	Biometric	Biometric	
Technologies	Payments	Payments	Indore



"We are not just encouraging but also embracing disruptive innovation in the FinTech space in the country. The Digital

Innovation Summit is a platform to nurture the spirit of innovation and enterprise. The Innovation Summit has thus created a win-win situation for the Bank as well as the FinTech startups. The engagement with these companies gives the Bank access to the latest technologies & products to further enhance customer experience. For the startups, it's an opportunity to deploy their products and services at such a large scale."

Mr. Nitin Chugh, Country Head, Digital Banking, HDFC Bank

In the first-of-its-kind event in the BFSI space in the country, HDFC Bank's Digital Innovation Summit received more than 100 entries

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from start-ups all over India. 30 start-ups were shortlisted to make presentation to the jury comprising senior management from digital banking, branch banking, marketing, IT, e-commerce and cards. The shortlisted start-ups were from diverse domains: payments, mobile innovation, analytics, cloud and compliance.

These start-ups presented their ideas to the jury on March 3-4, 2016, in Mumbai and were evaluated on following parameters:

- 1) Uniqueness and innovation
- 2) Business Potential,
- 3) Usability and Scalability,
- 4) Compatibility with HDFC Bank's business and technology platforms.

The initiative is part of the bank's strategic focus on **customer convenience**, **access and delight**, using technology as an enabler. In line with this, post the launch of '**Go Digital**' campaign in 2014, with the '**Bank aapki mutthi mein**' offering, HDFC Bank has launched a host of new and very successful digital banking products.

These include 30 minute paperless auto loan using Biometric technology, 10 seconds personal loan on netbanking, PayZapp, Chillr, and the recently introduced instant loans at ATM. This is in addition to HDFC Bank's powerful Netbanking portal and official mobile banking app, which allows customers to perform over 205 and 85 different types of transactions, respectively.

These innovations received recognition at the prestigious IBA
Banking Technology Awards held last month. HDFC Bank has won
the Technology Bank of the year, Best use of Digital and
Channels Technology, and Best Payment Initiatives awards in

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the large banks category at the IBA Awards.

In addition to the digital initiatives, HDFC Bank is also reaching to out to people through its nation-wide distribution network. As of December 31, 2015, the Bank had 4,281 branches and 11,843 ATMs across 2,505 cities.

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