

HDFC Bank launches SmartUp for start-ups

- ***First-of-its-kind solution to fulfill all banking needs of start-ups***
- ***Offers tailored banking and payment solution, advisory services***

Mumbai, March 16, 2016: [HDFC Bank Ltd.](#), today launched SmartUp, a first-of-its-kind dedicated solution for start-ups, to fulfill all their banking needs. SmartUp was launched in association with Zone Startups India, a start-up accelerator in Mumbai. SmartUp is tailored to meet all the requirements of a start-up, offering banking and payment solutions, along with advisory and forex services.



Mr. Parag Rao, Country Head - Card Payment Products, Merchant Acquiring Services and Marketing, Mr. Navin Puri, Country Head - Branch Banking, HDFC Bank and Ms. Smita Bhagat, Branch Banking Head - North & West and Co-Head, eCommerce, HDFC Bank at the launch of SmartUp in Mumbai.

This initiative is part of a larger effort by HDFC Bank to create an ecosystem to nurture the spirit of innovation and enterprise in the start-up space. Zone Startups India is a collaboration between BSE

Institute (a subsidiary of the Bombay Stock Exchange), Ryerson University's accelerator Digital Media Zone, Ryerson Futures Inc., Simon Fraser University.

The benefits of SmartUp include:

- Enhanced transaction limit with no minimum balance requirement for first six months,
- Customized Salary Account offering coupled with best-in-class services and largest suite of product range,
- PayZapp for Business - for providing invoicing, delivery and collection solutions and secure money transfer,
- Dedicated Relationship Manager for taking care of all banking needs as well as investment advisory,
- Recommendation of a Chartered Accountant for Tax, Regulatory and Compliance issues,



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"We believe start-ups in India need partners, who will be with them right from the start of their entrepreneurial journey, creating solutions that evolve as the company grows. This offering has been created after working with them to understand their requirements and will be available across India, even in tier 2 and 3 cities which are emerging as startup hubs. SmartUp for start-ups is a complete banking solution created by HDFC Bank. It not only provides the basic banking transactions, but also valuable services like advisory services, forex and payment solutions."

Ms. Smita Bhagat, Branch Banking Head – North & West and Co-Head, eCommerce, HDFC Bank.



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- End to end support for all foreign trade and remittances services with respect to regulatory guidelines and special exchange rates,
- Opportunity to showcase products on SmartBuy to over 32 million HDFC Bank customers.

In a function organized at the Bombay Stock Exchange, SmartUp for start-ups was launched by Mr. Navin Puri, Country Head – Branch Banking, HDFC Bank and Mr. Ajay Ramasubramaniam, Director – Zone Startups India along with Ms. Smita Bhagat, Branch Banking Head – North & West and Co-Head, eCommerce and Mr. Parag Rao, Country Head – Card Payment Products, Merchant Acquiring Services and Marketing from HDFC Bank. The launch was also attended by senior officials of HDFC Bank and also start-ups.

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



"We are happy to be a part of the launch of SmartUp, a bespoke banking solution for start-ups launched by HDFC Bank. To drive the entrepreneurial

spirit and growth, start-ups, particularly at the initial stages, need a tailored banking solution and SmartUp meets their requirements."

**Mr. Ajay Ramasubramaniam,
Director - Zone Startup India.**

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