

## **HDFC Bank among top 100 Most Valuable Global brands**

- ***HDFC Bank is only Indian brand in the list***

**Mumbai, June 23, 2016:** [HDFC Bank Ltd.](#), has been featured in **2016 BrandZ™ Top 100 Most Valuable Global Brands** ranking released recently by WPP and Millward Brown. Importantly, at 69<sup>th</sup> position, it is the only Indian brand on the prestigious list topped by Google. Other brands in the top 10 are Apple, Microsoft, AT&T, Facebook, Visa, Amazon, Verizon, McDonalds and IBM in that order.

This is the 2<sup>nd</sup> time in a row that HDFC Bank has been featured in the Top 100 global brands list. In the latest ranking, the Bank's brand value has increased to \$14.44 billion from \$14.02 billion as of [last year](#). The increase in brand value has pushed the Bank's rank 5 notches up to 69 from its last year's rank of 74.

According to BrandZ™, disruption was the dominant trend this year, with brands changing the status quo with their offerings in a number of ways, often beyond the use of digital technologies. Brands of all kinds moved to build a multi-faceted ecosystem around the consumer's needs and desires, often by diversifying into new categories.

Study carried out by WPP's marketing and brand consultancy Millward Brown, considered following parameters for the ranking.

- Current demand - Power measures consumers' predisposition to choose a brand over others.
- Price Premium - Premium measures consumers' predisposition to be willing to pay more for a brand.
- Future demand - Potential measures consumers' predisposition to stick with a brand in the future, or try it for the first time.



"This is testimony to the fact that the innovations we have introduced to improve the whole experience of banking for our customers, have worked."

**Mr. Aditya Puri, MD, HDFC Bank**

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## NEWS RELEASE

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In addition to the global ranking, the Bank has also been ranked India's most valuable brand for two consecutive years – [2014](#) and [2015](#).

"The brands that thrive, regardless of sector, are those that behave like challengers and adopt disruptor models and mindsets. They're shaking up other categories with innovation that goes beyond new products or technologies – transforming the way a service is delivered, enhancing the consumer experience or changing a format. The power these brands already hold, combined with the strength of their platforms, is enabling them to quickly and successfully move across sectors," says Mr. David Roth, CEO, EMEA and Asia, The Store WPP.

BrandZ™ is the world's largest brand equity database. Created in 1998 and continually updated. BrandZ™ is an invaluable resource, containing data on brands gathered from interviews with over 150,000 people every year in up to 400 studies around the world.

Raw data for the BrandZ™ study is collected annually by interviewing consumers and professionals. Each person is asked to evaluate brands in a competitive context from a category they actually shop in. This translates into valuable opinions from people who know the category and can judge a brand based on the attributes that are important to them.