

HDFC Bank launches 'India's No 1 Bank' campaign

- *Among the largest digital-only marketing campaign*

Mumbai, July 18, 2017: HDFC Bank Ltd., today launched a national digital campaign that reinforces its position as India's No. 1 Bank in products like credit cards, personal loans and auto loans. The campaign, known as 'India's No. 1 Bank', is created by creative agency Leo Burnett. It aims to connect with customers by asking them to #StartDoing and talk to India's No 1 Bank, to fulfil all their needs.



The campaign involves a series of creatives including films that will be showcased across all major digital video platforms like Youtube, Facebook, Hotstar, etc., and also through display ads across digital channels. Further, HDFC Bank's wide network of branches and ATMs will also be utilized to talk to the audience. Click [here](#) to watch films.

Through this campaign, HDFC Bank is aiming to leverage a key customer insight – Most customers turn to savvy spenders for advice while purchasing cars, durables, etc. and also while taking financial decisions. The savvy spenders tend to choose the best, know where to go and who to borrow from and HDFC Bank, India's No.1 Bank (as per the Bank's retail loan book size) becomes their natural choice in financial services. The digital campaign aims to create a strong association with the entire community of savvy spenders and position the Bank, with its wide portfolio of retail products, as the destination to fulfil any financial needs or requirement.

Some facts about HDFC Bank's retail loan book:

- 35 out of 100 cars financed in the country are financed by HDFC Bank*
- HDFC Bank has 50 per cent market share in Credit Cards
- 10 seconds – the time it takes to avail a personal loan at an ATM or through online.



"India's No 1 Bank digital campaign is a reiteration of the numero uno position the Bank enjoys across all major retail product categories. The call to action of #StartDoing in the campaign encourages those who are looking to fulfill their dreams or aspirations to talk to HDFC Bank and be a savvy spender. The digital campaign has been crafted keeping in mind the target audience and their penchant to spend more time on digital platforms," said Mr. Ravi Santhanam, Chief Marketing Officer,

HDFC Bank.

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 37 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 23 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of March 31, 2017, the Bank had a distribution network with 4,715 branches and 12,260 ATMs in 2,657 cities/towns.

For the quarter ended March 31, 2017, the Bank's total income was INR 215.60 billion (Rs 21,560.7 crore) as against INR 188.62 billion (Rs 18,862.6 crore) for the quarter ended March 31, 2016. Net revenues (net interest income plus other income) increased by 21.1% to INR 125.01 billion (Rs 12,501.4 crore) for the quarter ended March 31, 2017 as against INR 103.19 billion (Rs 10,319.2 crore) for the corresponding quarter of the previous year. Net Profit for year ended March 31, 2017 was 39.90 billion (3,990.1 crore), up 18.3%, over the year ended March 31, 2016.

Total income for the year ended March 31, 2017, was INR 816.02 billion (Rs 81,602.5 crore).

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

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

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