

Five winners emerge from HDFC Bank's API Banking Summit

- Winners to integrate HDFC Bank APIs in their platform**

New Delhi, Dec 30, 2019: HDFC Bank Ltd., today announced winners of its first edition of Application Programme Interface (API) Banking Summit. The winners are from Digital Banking, CRM, Operational Efficiency and SME domains. Out of the five, two companies are from Bengaluru and one each from Hyderabad, Noida and Pune.

The first edition of the API Banking Summit was held on 17th Dec, 2019 in Bengaluru. The API Banking Summit is a platform launched by HDFC Bank for participants to present their solution/application/platform. These winners will integrate HDFC Bank APIs in their platform, after further evaluation on technical, business, security, and compliance parameters. The summit received more than 100 entries and 24 shortlisted companies made presentations to the jury. The jury selected five winners post evaluation on the following parameters:

- Uniqueness & Innovation
- Business Potential
- Usability and Scalability
- Value addition to business
- Compatibility with HDFC Bank's business and technology platforms.

Here is the list of the winners

Names	Domain	Offering	Location
Betterplace Safety Solutions Private Limited	Digital Banking	Betterplace provides a platform to get proper finance to the blue collared employees	Bengaluru
Pennant Fin Services Private Ltd (LBIT)	Digital Banking	LBIT is a platform connecting multiple auto dealers with Bank for upselling and cross selling banking products	Hyderabad
GetOn Infotech Private Ltd	CRM	GetOn Infotech provides a platform DIALCRM which is an complete payroll solution for employees.	Noida
ZAPFIN (DOCBOYZ)	Operational Efficiency	Zapfin provides Financial Logistics and doorstep banking services	Pune
HYLO	SMEs	Hylo is a platform for SMEs to provide a real time view of their receivables/payables by connecting to their core business tools.	Bengaluru



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*Talking about the announcement, **Mr. Rajnish Khare, Head – Digital Transformation & API Banking, HDFC Bank said** “The API Banking Summit is one more effort by HDFC Bank to reinforce our association with the startups and fintech ecosystem in the country. APIs are considered the next frontier in financial services and as a leading player in the digital banking space in India, we are looking at leveraging APIs to enhance customer experience. The HDFC Banks API Banking Summit enables us to forge a partnership with companies in API segment making it a win-win for the Bank as well as the winners of the Summit.”*

About HDFC BANK

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