

HDFC Bank to hold Digital Innovation Summit in Indore on Feb 11

- ***Partners with IIM Indore, Startup India under Ministry of Commerce & Industry***
- ***Over 80 entries received from 15 states and 3 countries***

Indore (Madhya Pradesh), February 07, 2020: HDFC Bank today announced its plans to hold Digital Innovation Summit (DIS) in Indore, Madhya Pradesh on February 11, 2020. The Summit is a platform for start-ups to showcase their innovations aimed at powering the bank's next phase of growth.

The Bank has partnered with India's premier business school IIM Indore and Startup India under Ministry of Commerce & Industry for the summit. Entrepreneurs based in the state and innovating in the areas of artificial intelligence (AI), machine learning (ML), analytics, and robotic process automation etc will participate in the summit.

As part of the partnership, IIM Indore will host the summit where over 20 start-ups shortlisted from more than 80 participants will present their ideas to a jury comprising HDFC Bank and group companies' top management, and representatives of summit partners. 4 winners hand-picked by the jury will get a chance to deploy their solutions in HDFC Bank.

As part of the Bank's efforts to identify potential FinTech entrepreneurs from different parts of India, the Digital Innovation Summit is being held in various cities the country. Indore is the 5th city where the Digital Innovation Summit will be held after Ahmedabad, Hyderabad, Mohali, and Jaipur. For this summit in Indore, the Bank has invited entrepreneurs from across the state to participate. Startup India, the bank's partner in the summit has also leveraged its online platform to reach out to startups in the FinTech space to identify disruptive solutions.

Overall, more than 80 start-ups applied to participate in the summit, including 37 start-ups from Madhya Pradesh and 2 each from UK and France. Their innovations have been in the areas of artificial intelligence (AI), machine learning (ML), analytics, and robotic process automation etc.

These ideas were evaluated and shortlisted by a jury on the basis of following four parameters:

- 1) Uniqueness,

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

*"DIS is a marriage of disruptive technologies from start-ups and HDFC Bank's customer focus," said **Mr. Rajnish Khare, Head – Digital Transformation, HDFC Bank.** "The objective of launching Digital Innovation Summit in Indore is to have at its disposal a pool of cutting-edge world technology solutions. It's gratifying that we had over 85 companies applying to participate in the Summit. We are confident that through this platform, we will be able to identify potential FinTech entrepreneurs working on path breaking innovation and partner with them."*

The innovative ideas will be introduced in the areas such as Mobile Banking, Customer Experience, Cyber Security, Social Banking, Payments, Branch Automation, and Operational Efficiency.

About HDFC BANK

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

For media queries please contact:

Sanjay Ojha

Deputy Vice President, Corporate Communications
HDFC Bank Ltd., Mumbai.

Tel: 91-22-66521450(D)/66521000(B)

Mobile: 9835314249

sanjay.ojha@hdfcbank.com