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HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

Three local start-ups emerge winners at HDFC Bank's regional Digital Innovation Summit in Indore

- ***Start-ups are in the domain of Digital Payments, Digital Due Diligence, Localisation, Rural & Agri, AI and ML***

Indore, Feb 12, 2020: HCE Secure IT Services Pvt Ltd, Anaxee Digital Runners Private Limited and Webduniya are start-ups from Indore were today declared winners at HDFC Bank's regional Digital Innovation Summit (DIS) in the city. Karza Technologies Pvt Ltd a start up from Mumbai was the fourth winner picked by the bank after the one -day event.

DIS is a platform launched by HDFC Bank for start-ups from across the globe to showcase their innovations. The participants are from the domains of Digital Payments, Digital Due Diligence, Localisation, Rural & Agree, Cyber Security, Artificial Intelligence, Machine Learning, and Credit Under Writing among others. These solutions could power the bank's next phase of growth. Click here to watch a video on DIS: https://youtu.be/XPAdJfn8kUk

These start-ups will get a chance to deploy their innovations within HDFC Bank, after further evaluation on technical, business, security, and compliance parameters.

Name	Domain	Location
HCE Secure IT Services Pvt Ltd	Digital Payment	Indore
Anaxee Digital Runners Private Limited	Rural and Agri	Indore
Webduniya	Localisation and Translation	Indore
Karza Technologies Pvt Ltd	Digital Due Diligence	Mumbai

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As part of the Bank's efforts to identify potential FinTech entrepreneurs from different parts of India, the Digital Innovation Summit will be held in various cities across the country. Indore is the 5th city where the regional Digital Innovation Summit has been held. About 75 per cent of the participants were from this extremely tech savvy city with the rest coming from across the country.

At the summit held in IIM Indore, 23 start-ups shortlisted from 85 applications presented their ideas to a jury comprising of HDFC Bank's top management, representatives of HDFC group companies and IIM Indore.

Overall, more than 85 companies applied to participate in the summit. These companies were evaluated and shortlisted by a jury based on 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. Anjani Rathore, Chief Digital Officer, HDFC Bank****. "The objective of the 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.*

<u>About HDFC BANK</u> –

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

For media queries please contact:
Rajiv Banerjee
Vice President, Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 66521307 (D) / 6652 1000 (B)
Mobile: 09920454102
rajiv.banerjee@hdfcbank.com