

HDFC Bank creates Digital and Enterprise factories to enhance Digital Banking experience

- ***To introduce new digital products & services; strengthen IT infrastructure***
- ***Plans to hire 500 people for Digital & Enterprise Factory, over next two years***

Mumbai, June 22, 2021: HDFC Bank today announced that it is setting up a Digital Factory and an Enterprise Factory to roll-out new digital products and services in the future and augment its IT Infrastructure. The Digital and Enterprise factories will be pivoted on APIs, data and cloud.

The dual approach of building the Digital Factory along with an Enterprise Factory is part of the bank's technology transformation agenda to run and transform the bank. The bank proposes to strengthen capabilities for the Digital and the Enterprise factories by hiring up to 500 people over the next two years, from diverse backgrounds such as data analytics, AI, ML, Design Thinking, Cloud and DevOps.

The Digital Factory will build new business and new solutions riding on new tech stacks/applications and high resiliency and monitoring capabilities. This will be backed by the ability to support large volume growth and plan for upgrading technologies. The bank is also developing future-ready IP technologies and moving to a native cloud architecture in collaboration with niche technology companies, fintech and large IT companies. Ensuring reliability, availability, scalability and security will be at the core of the Digital Factory's endeavours.

The Enterprise Factory will upgrade legacy infrastructure, decouple existing systems and build its own capabilities by embracing open-source to build resilience and scale.

"The Digital and Enterprise factories will help us realise the strategy of 'running' the bank, while 'building' the bank for the future," Mr. Parag Rao, Group Head – Payments, Consumer Finance, Digital Banking & IT, HDFC Bank. "We are poised to capitalize on opportunities that higher digital adoption will bring in India. Our endeavour is to provide seamless experience to our customers across all platforms, on the back of resilient infrastructure. Since inception, we have led the digital transformation of the Indian financial services sector and continue to invest



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in technologies to improve customer experience and enhance efficiencies. This is changing the paradigm by redefining financial services and designing products and services by always keeping the customer at the centre.”

About HDFC BANK

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