

NEWS RELEASE



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

HDFC Bank was adjudged 'India's Best for HNW' at Euromoney Private Banking Awards 2025

Mumbai, April 03, 2025: HDFC Bank, India's leading private sector bank, was adjudged as 'India's Best for HNW' at the Euromoney Private Banking Awards 2025. The awards were organized by Euromoney magazine.

On its website, Euromoney writes, "HDFC Bank continues to build momentum in India's high net-worth (HNW) segment via its flagship Imperia programme, a premium service that offers personalised wealth solutions. At the heart of this offering is a model where wealth relationship managers collaborate closely with bank specialists to deliver tailored investment and banking support."

Euromoney further writes, "In the digital space, the bank recently introduced the SmartWealth platform, an investment service aimed at expanding coverage to the mass-affluent segment. This mobile platform provides clients with the ability to track portfolios, execute investments and access goal-based investment recommendations. By integrating gamification and an intuitive user experience, SmartWealth democratises access to the bank's research capabilities, empowering a broader client base to make informed financial decisions independently."

Rakesh K Singh, Group Head - Investment Banking, Private Banking, International Banking, Digital Ecosystems and BaaS, HDFC Bank said, "We are honoured to have been recognised as India's Best for HNW. We believe that we are in the business of preserving client's wealth, ensuring its growth and retaining their trust. Our strong brand as well as experience of over two and a half decades resonates trust in our customers. We have strengthened this trust through our robust processes and diligent research methodology. From Ultra-HNW and Super-Affluent to Mass-Affluent segment, our relationship managers are equipped to understand & meet the unique and ever-changing investment needs and goals of our clients. This year, we increased our focus in the mass affluent category with the introduction of our digital platform - SmartWealth, which is equipped with an unassisted journey to invest through need-based recommendation basis risk appetite. This ensures every client gets to experience a specialised and curated investment service, especially the digitally savvy generation."

Euromoney's Private Banking Awards is the distinguished annual awards programme of the worldwide private banking and wealth management industry. For over 20 years, the programme has recognised the private banks of distinction across key categories. This includes high to ultra-high net worth, family office services,

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succession planning, digital services, discretionary portfolio management, sustainability and more.

About HDFC BANK

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