HDFC Bank Ltd.
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CIN: L65920MH1994PLC080618

HDFC Bank Ranks No. 1 in Kantar BrandZ List of India's Most Valuable Brands 2025

HDFC Bank has been ranked as the country's most valuable brand according to the Kantar BrandZ's Top 100 Most Valuable Indian Brands report.

In its editorial Kantar noted "HDFC Bank has grown its brand value through user-centric innovation. From payments to personal banking to buying a home, HDFC Bank finds new ways to simplify life's core money jobs. Many of these innovations are tied to signature, ownable brand assets. For example, the brand's Banking Correspondent Centres and e-Mitra kiosks bring HDFC Bank's services to rural and semiurban areas that lack traditional branches. Its digital 'Xpress Car Loan' service comes with an industry-first 30-minute guarantee. And online, HDFC's Vigil Aunty persona educates people about cybersecurity best practices while also highlighting the bank's safety features. The result? Strong growth and a clear advantage as India's most Meaningfully Different Financial Services brand".

HDFC Bank has been ranked no.1 in eight out of the 12 years that the report has been in existence.