

**TAB International Pte Ltd**

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PRESS RELEASE - FOR IMMEDIATE RELEASE

## **HDFC Bank Wins Awards for Excellence in Retail Banking for 2011**

- *HDFC Bank wins three awards – Best Retail Bank in India, Best Bancassurance and Best Risk Management in the International Excellence in Retail financial Services Awards Programme*
- *Skilful portfolio management ensures its leadership across multiple business lines in India, including bancassurance which has a commanding 65% market share*
- *With one of the industry's lowest delinquencies and highest CAR ratios, HDFC is also an exceptional risk manager.*

**Singapore, March 23<sup>rd</sup> 2012**— HDFC Bank has been named as winner of three awards for the year 2011 during the 11th International Excellence in Retail Financial Services Awards Programme. These include the Best Retail Bank in India Award and two product honours, the Best Bancassurance Award and the Best Risk Management Award.

The bank received the awards at The International Excellence in Retail Financial Services 2012 Awards ceremony, held in conjunction with the region's most prestigious retail banking event, the Excellence in Retail Financial Services Convention. The ceremony was held at the Marina Bay Sands in Singapore on March 23rd 2012.

HDFC Bank was recognised as the best retail bank in India for its exceptional portfolio management, which provides the foundation of its market leadership across multiple business lines in India's highly challenging banking landscape. One of the financial institutions in the country to offer a full-range of retail asset products, HDFC's leading position was underlined by a 3% market share for time deposit and 6% share of CASA in the retail banking space. The bank has also successfully aligned its operations with prudence in balancing between physical network expansion and quality asset and cost management, as well as skilful employment of technological platforms and alternative channels, all of which have contributed to its impressive performances in 2011.

At the same time, HDFC is the private sector leader in bancassurance in life and general insurance in its home market. In 2011, it maintained its market share on this front at a commanding 65%, and its 80% persistency ratio was among the industry's highest. The bank has also fared considerably better than its peers in maintaining strong asset quality while experiencing rapid growth against headwinds in the past few years. This was manifested in 2011 in HDFC's delinquencies rate and CAR ratio, both among the industry's best.

About 150 senior bankers from award-winning banks in 29 countries across the Asia Pacific, the Middle East, Central Asia and Africa attended the glittering event that recognises their efforts in bringing superior products and services to their customers.

The awards programme, administered by The Asian Banker and refereed by prominent global bankers, consultants and academics, is the most prestigious of its kind.

A stringent three-month evaluation process based on a balanced and transparent scorecard used to determine the winners and the positions of various retail banks in the region is attached.

### **About The Asian Banker**

The Asian Banker is the region's most authoritative provider of strategic business intelligence to the financial services community. The Singapore-based company has offices in Singapore, Malaysia, Hong Kong and Shanghai as well as representatives in London, New York and San Francisco. It has a business model that revolves around three core business lines: publications, research services and forums. The company's website is [www.theasianbanker.com](http://www.theasianbanker.com)

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