

UNIT 13- HDFC BANK (Housing Development Finance Corporation)



Introduction:

- HDFC (Housing Development Finance Corporation) Bank is an Indian banking and financial services company.
- It is India's second-largest private sector lender by assets.
- It is the largest bank in India by market capitalization as of February 2016.

History:

- In 1994 HDFC Bank was incorporated, with its registered office in Mumbai, India.
- Its first corporate office and a full-service branch at Sandoz House, Worli, Mumbai was inaugurated by the then Union Finance Minister, Manmohan Singh.
- As of December 31, 2016, the Bank's distribution network was at 4,555 branches and 12,087 ATMs across 2,597 cities.
- Logo of HDFC bank:



- **Tagline** :We Understand Your World

- **Headquarter** : Mumbai, Maharashtra.
- **MD & CEO** : Mr.Aditya Puri
- **Founded on** : August, 1994.

Abroad Offices:

- Bahrain
- Hong Kong
- Dubai

Awards Received (2016):

- Best Banking Performer Award, India in 2016 by Global Brands Magazine.
- Bank of the year & best digital banking initiative award 2016 by KPMG study of India's Best Bank
- Business leader of the year for Aditya puri by AIMA Managing India
- Best Performing Branch in Microfinance among Private sector bank, 2016 by NABARD
- It was ranked 69th in 2016 BrandZ Top 100 Most Valuable Global Brands.

Mergers:

- Times Bank in February 2000.
- Centurion Bank in 2008.

Digital offerings provided by HDFC:

- Chillr
- PayZapp
- SME Bank
- Watch Banking
- 30-Minute Auto Loan
- 15-minute Two-Wheeler Loan
- 10 second personal loan
- e-payment gateways
- Digital Wallet

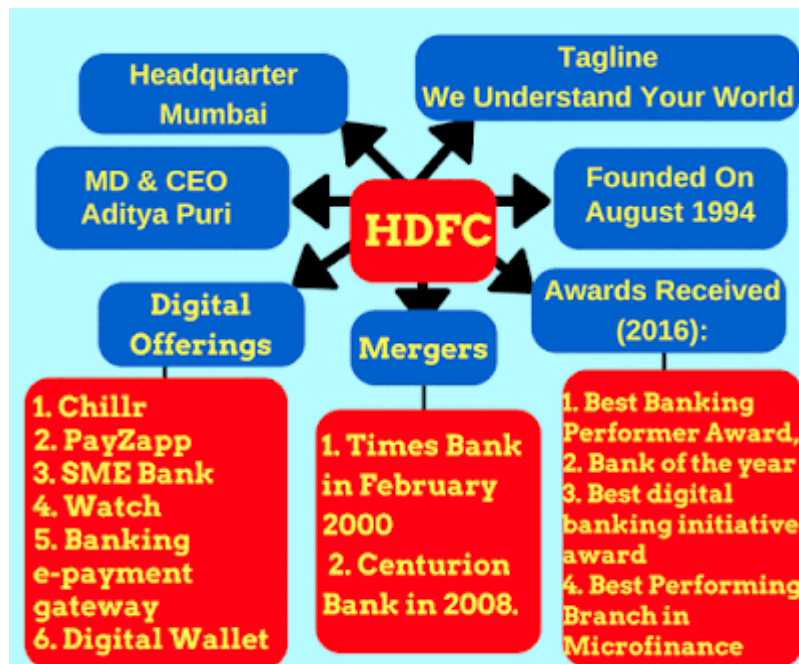
Project AI:

- The latest project of HDFC bank is “**Project AI**”, under which it would deploy robots at selected bank branches.
- These robots will offer options such as cash withdrawal or deposit, forex, fixed deposits and demat services displaying on the screen to persons coming into the branch.

CSR Activities:

- **Sustainable Livelihood** - Provide empowerment to the rural section of the country, especially women
- **Financial Literacy** - Financial literacy in 600 schools across Andhra Pradesh and Odisha.

Mind Map:



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E