

HDFC Bank has been voted the Best Banking Brand in India by Asiamoney Best Brands in Finance survey 2017. In this inaugural Asiamoney survey of C-suite executives and finance professionals in APAC, HDFC Bank has received 46.11 per cent share of votes, the highest among all banking brands in India.

Asiamoney, a leading voice in banking & finance in Asia-Pacific, had designed the inaugural survey to give its readers insights on what makes a top brand among financial market participants in Asia-Pacific — and which firms have the strongest brands across the region. In this poll, Asiamoney asked questions such as "Which companies have the very strongest brands in the markets you know best?" and "What makes a top brand?" among other questions. The poll was open for Asiamoney's readers and finance executives in Asia-Pacific region.

Survey respondents ranked 10 factors in order of importance in determining the strength of a company among the financial community as:

- Quality of finance team
- Strength of credit rating
- Risk management
- Reputation for trust and integrity
- Accuracy of financial forecasts
- Access to capital
- Investor relations/communications strategy
- Strength of balance sheet
- Overall corporate strategy
- Commitment to corporate social responsibility/good corporate governance

The survey is split into two parts:

Part 1: The publication asks respondents to rank 10 factors, in order of importance, in determining the strength of a company among the financial community.

Part 2: Respondents name the top five companies in their country, according to their perception of their relative strength among the financial community based on the criteria in part 1. Respondents can choose their companies from a list of the top 50 by market capitalisation in their country.

The publication also asks them to name the top company in their country in 13 sectors, based again on the criteria in part 1. The poll was open to anyone working in the finance industry in Asia.

View the rankings here: <https://www.euromoney.com/article/b13m8kw3mqt2k3/asiamoney-best-brands-in-finance-poll-2017-results#bank>

Read article, How to build a top brand in finance:

<https://www.euromoney.com/article/b13khyws4rcjgx/asiamoney-best-brands-in-finance-poll-2017-how-to-build-a-top-brand-in-finance>