

HDFC Bank has been ranked India's Most Valuable Brand in 2017 BrandZ survey **Top 50 Most Valuable Indian Brands** released by WPP and Millward Brown. With this recognition, the bank has been ranked India's Most Valuable Brand for the 4th year in a row.

The study has covered 1,20,000 brands across 414 categories with insights from 3.1 million consumers. The data shows that consumers perceive HDFC bank as increasingly innovative.

This year, HDFC Bank's brand value has grown to \$ 17.9 billion from \$ 14.4 billion last year. The bank's brand value has almost doubled from \$ 9.4 billion in 2014 to \$ 17.9 billion in 2017.

"Indian consumers seek authenticity and value for money, and the meaning of those things is being constantly redefined. As consumers become wealthier, they look beyond price to factors like extra features, innovation and a personalised experience," said Mr. David Roth, CEO – EMEA and Asia, The Store WPP. "As reflected in this year's ranking, the most agile Indian brands have recognised the complexity in the market, and achieved just the right balance between aspirational and affordable."

At a glittering ceremony in Mumbai, the award was accepted on behalf of the bank by Mr. Navin Puri, Country Head – Retail Banking, Mr. Ravi Santhanam, Chief Marketing Officer, along with other senior members of the bank at the hands of Mr. Ranjan Kapur, Country Manager, WPP India.



For details on methodology please click this link:
<http://www.wpp.com/wpp/marketing/brandz/equity-model/>

For rankings, click here: <http://www.wpp.com/~media/Reading-Room/BrandZ/BZ India top 50 2017 Download.pdf>