

## **HDFC Bank wins Best Private Banking Services for Super affluent clients for 5 years in a row at Euromoney Awards**

- **Tops 2 categories in Euromoney Private Banking and Wealth Management Survey 2015**
- **Wins award for Net-worth-specific services category for Super affluent clients (US\$ 1 million to US\$ 5 million).**
  - **HDFC Bank also No 1 in the Asset Management category in India**

HDFC Bank has once again been recognized for excellence in India in the 2015 Euromoney Private Banking and Wealth Management Survey. HDFC Bank was adjudged as having the Best Private Banking Services in India for a fifth consecutive year in the Net-worth-specific services category for Super affluent clients (US\$ 1 million to US\$ 5 million). HDFC Bank also ranked first in the Asset Management category of the survey.

Euromoney Private Banking and Wealth Management Survey is one of the leading benchmarks for the global wealth management industry, based primarily on rankings by industry peers.

2015 marks the 12th year of this survey. Close to 450 institutions took part in the survey from more than 90 countries with 2,377 responses. Together these institutions represent more than \$15 trillion in assets under management.

Euromoney's Private Banking Survey covers 12 different product and client categories on a global and regional basis, and has ranking results in 69 countries. The results are based on a peer review, and a full methodology is published online.

HDFC Bank's accomplishments in the Euromoney survey add to its recent recognition as "Most Valuable Brand in India" according to a recent Brandz study conducted by Millward Brown, a WPP group company.

<b>Geography</b>	<b>Category</b>	<b>Sub-category</b>	<b>2015</b>	<b>Firm</b>
<b>India</b>	<b>Net-worth-specific services</b>	<b>Super affluent clients (US\$ 1 million to US\$ 5 million)</b>	<b>1</b>	<b>HDFC Bank</b>
<b>India</b>	<b>Asset Management</b>		<b>1</b>	<b>HDFC Bank</b>