

Mr Aditya Puri named Business Standard Banker of the Year 2013

HDFC Bank MD Mr Aditya Puri has been named the Business Standard Banker of the Year 2013.

The jury felt our bank had benefited hugely from Puri's "common-sense banking" - keep things simple, never allow retail customers to over-borrow, and refrain from lending to companies that have over-leveraged themselves.

The jury, headed by Subir Gokarn, former deputy governor of the Reserve Bank of India, said the bank's greatest strength was its ability to maintain a consistency in quarterly credit growth, across credit cycles.

The other members of the jury were: Mahindra & Mahindra Financial Services Chairman Bharat Doshi, Ican Investment Advisors Chairman Anil Singhvi, former Bank of Baroda chairman and last year's Banker of the Year M D Mallya and DSP BlackRock Investment Managers President & Chief Investment Officer S Naganath.

The Business Standard Banking Annual, carries a detailed profile and interview of Mr Puri. Here's an excerpt: *"Experts say the biggest contribution of Mr Puri and his team has been aggressive expansion into rural areas - at a time none thought it was a feasible proposition. At present, almost half the bank's network of 3,336 branches are in semi-urban and rural areas, compared with 34 per cent three years ago. The bank aims to raise this number to 60 per cent over the next three years. Today, 56 per cent of HDFC Bank's distribution outlets are in semi-urban and rural areas but only 15 per cent of its income comes from these parts. The bank expects the income number to go up to 50 per cent over five years."*