

HDFC Bank wins Best Analytics Implementation Award at the Businessworld Digital Leadership and CIO Awards 2017.



The award was accepted on behalf of the bank by Mr. Kaushik Ghate (2nd from right), Head – Marketing Analytics, HDFC Bank Ltd.

HDFC Bank has been recognised with the award for its HouseholdID project, through which the bank reached out to family members of existing customers using non-numeric data (name, address, and zip code) to offer them products and services that meet their requirements.

Methodology:

BW awards have been conceived to acknowledge the people who significantly contribute to the digital transformation of their respective organizations. The awards will recognize technology leaders and functional heads who have made an impact in the digital space. The awards and recognition would be for projects that have been executed and implemented over the last 18 months.

The first round of filtering was done where all the nominations were checked for completeness and validity. In the second round of filtering, all the nominees were segregated into three categories: Large enterprise, SME, and Enterprise Mobility Cloud. In the third round of filtering, all the nominees were looked at and the jury finalized the winners.

The jury was headed by Dr Kiran Karnik , Former President - NASSCOM, Member of PM’s Committee on E- Governance. Lalit Sawhney, Former IT Consultant, NSDC; Debjani Ghosh, Former MD Intel, Board Member, Yes Bank; Raman Roy, Chairman, Nasscom; Dr Arvind Gupta, Tech Head, BJP were the jury.