

HDFC Bank has been recognized at The Advertising Club (TAC) India's Banking for Marquees Award 2017. The bank has won 'Best Marketer' Award in the Banking industry. The Advertising Club (TAC) India hosted the inaugural edition of the "Marquee Awards". The event was flagged off by Smriti Irani, Minister of Textiles, and Information & Broadcasting.



The award was accepted on behalf of the bank by Mr. Ravi Santhanam (right), Chief Marketing Officer, HDFC Bank at the hands of Ms. Smriti Irani, Minister of Textiles, Information & Broadcasting, Government of India, in the presence of senior members of HDFC Bank.

Methodology:

The awards have been adjudged by industry stalwarts that includes Mr. Harsh Goenka, Chairman, RPG Enterprises; Mr. Ronnie Screwvala, Co-Founder, UpGrad; Mr. Agnello Dias, Chairman and Co-Founder, Taproot India; Mr. Naveen Chopra, Former COO, Vodafone and Senior Advisor, TPG Capital; Mr. Dilip Cherian, Founding Partner, Perfect Relations and Mr. CVL Srinivas, CEO South Asia, GroupM. These stalwarts along with Mr. Sanjiv Mehta, CEO and Managing Director, Hindustan Unilever Limited as jury chair.