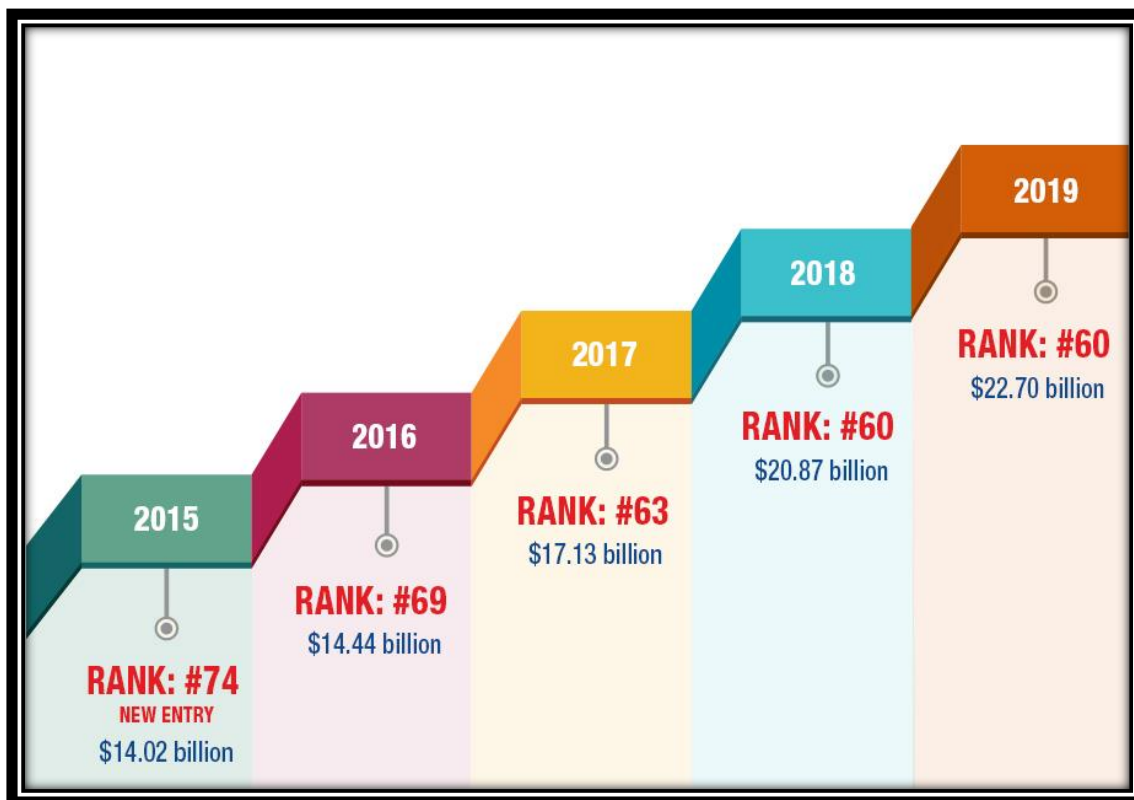


HDFC Bank has been featured in the latest edition of BrandZ Top 100 Most Valuable Global Brands 2019 for the 5th consecutive year. This year, while the bank's rank remained steady at 60, its brand value has gone up from \$20.87 billion to \$22.70 billion.

For the last four years, HDFC Bank was the only Indian brand in the prestigious list. This year, HDFC Bank is joined by LIC (68th) and TCS (97th) in the 2019 edition of BrandZ Top 100 Most Valuable Global Brands. The ranking is released by WPP group company Millward Brown. The list is topped by Amazon. Other brands in the top 10 are Apple, Google, Microsoft, Visa, Facebook, Alibaba Group, Tencent, McDonald's, and AT&T in that order.



According to BrandZ, its study covers 3.7 million consumers and more than 1,65,000 brands in over 50 markets. BrandZ™ is the only brand valuation methodology that obtains this customer viewpoint by conducting worldwide on-going, in-depth quantitative consumer research, online and face-to-face, building up a global picture of brands on a category-by-category and country-by-country basis.