

## **HDFC Bank No 1 in large corporate relationships, mid-market penetration: Greenwich Study**

**August 8, 2017:** HDFC Bank Ltd., has emerged as No. 1 across several categories among banks in India in the latest study conducted by Greenwich Associates, a leading global provider of market intelligence and advisory services to the financial services industry. These results are based on research and interviews conducted with CFOs & Treasurers of nearly 500 companies in Middle Market & Corporate Banking.

The study recognizes the Bank's pre-eminent position in Corporate Banking and leadership position in the middle market/emerging corporate segments and cash management business.

### **Key findings of the study:**

1. No. 1 in India Middle-Market segment in terms of market penetration
2. Leader in overall quality of client relationship in Middle-Market segment
3. No. 2 in Large Corporate Banking in terms market penetration
4. Leader in overall quality of client relationship in Corporate Banking segment
5. Continue our No. 1 position in Large Corporate Cash Management in terms of Market Penetration
6. Leader in overall quality of client relationship in Cash Management Services

*"HDFC Bank has experienced rapid growth across segments. A targeted approach and high levels of client satisfaction have fuelled its rise. What is more, based on the strength of its balance sheet as well as the NPA problem facing the industry, we expect HDFC Bank to further consolidate its position and increase its market share further,"* **said Mr. Paul Tan, Managing Director, Greenwich Associates.**

*"We are honoured by the recognition coming from a firm of this repute. What makes it even more satisfying is that this has come in an environment where capital expenditure is yet to pick up significantly. HDFC Bank began operations as a Wholesale Bank. Over the years, the business has gone from strength to strength to become the preferred banker of India Inc, by helping them grow their business,"* **said Mr. Kaizad Bharucha, Executive Director, HDFC Bank.**



We understand your world

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Mr. Kaizad Bharucha (left), Executive Director, HDFC Bank and Mr. K Balasubramanian, Group Head - Corporate Banking, HDFC Bank accept award for Leader in Overall Quality of Client Relationship in Corporate Banking segment from Mr. Paul Tan (Right), Managing Director, Greenwich Associates.



Mr. Kaizad Bharucha (left), Executive Director, HDFC Bank and Mr. Nirav Shah, Group Head - Emerging Corporates Group, HDFC Bank accept award for Leader in Overall Quality of Client Relationship in Middle-Market segment from Mr. Paul Tan (Right), Managing Director, Greenwich Associates.

**Quick facts:**

- Wholesale Banking accounted for 47 per cent of the Bank's total assets in FY 2016-17
- Corporate Banking accounts for about 40 per cent of the Wholesale Banking book
- Corporate Banking crossed landmark figure of Rs 1,00,000 crore in assets in FY 2015-16, and touched Rs 1,25,000 crore in FY 2016-17
- The Emerging Corporates Group (ECG) more than doubled its asset base in just three years to cross Rs 65,000 crore in FY 2016-17