



HDFC Bank Ltd.  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013.  
CIN: L65920MH1994PLC080618

## **HDFC Bank was adjudged 'India's Best for HNW' at Euromoney Private Banking Awards 2025**



### **India's Best for HNW**

HDFC Bank continues to build momentum in India's high net-worth (HNW) segment via its flagship Imperia programme, a premium service that offers personalised wealth solutions.

At the heart of this offering is a model where wealth relationship managers collaborate closely with bank specialists to deliver tailored investment and banking support.

Among the programme's key features is its special 'dematerialised' value plan, which offers discounted brokerage rates, a feature attractive to active investors. Imperia clients can extend these banking privileges to family members and access dedicated relationship managers, receiving a seamless, high-touch and flexible banking experience.

In the digital space, the bank recently introduced the SmartWealth platform, an investment service aimed at expanding coverage to the mass-affluent segment. This mobile platform provides clients with the ability to track portfolios, execute investments and access goal-based investment recommendations. By integrating gamification and an intuitive user experience, SmartWealth democratizes access to



HDFC Bank Ltd.  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013.  
CIN: L65920MH1994PLC080618

the bank's research capabilities, empowering a broader client base to make informed financial decisions independently.