



We understand your world



# Experiential Leadership

Enabling Personalized Customer Journeys Through  
Technology

Annual Report 2017-18

# HIGHLIGHTS

## Net Profit

₹ 17,487 crore

An increase of 20.2% compared to the previous year.

## Balance Sheet Size

₹ 1,063,934 crore

An increase of 23.2% compared to the previous year.

## Total Deposits

₹ 788,771 crore

An increase of 22.5% compared to the previous year.

## Total Advances

₹ 658,333 crore

An increase of 18.7% compared to the previous year.

## Capital Adequacy Ratio

14.8%

## Tier I Capital Ratio

13.2%

## Gross Non-performing Assets

1.30% of Gross Advances

## Network

- Banking outlets: 4,787
- ATMs: 12,635
- Cities/Towns: 2,691

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# BOARD AND MANAGEMENT

## BOARD OF DIRECTORS



Shyamala Gopinath  
**Chairperson**



Bobby Parikh



Partho Datta



Malay Patel



Umesh Chandra  
Sarangi



Srikanth Nadhamuni



Keki Mistry



Aditya Puri  
**Managing Director**



Paresh Sukthankar  
**Deputy Managing Director**



Kaizad Bharucha  
**Executive Director**

## KEY MANAGERIAL PERSONS

Aditya Puri  
**Managing Director**

Paresh Sukthankar  
**Deputy Managing Director**

Kaizad Bharucha  
**Executive Director**

Sashidhar Jagdishan  
**Chief Financial Officer**

Sanjay Dongre  
**Executive Vice-President (Legal) & Company Secretary**



## SENIOR MANAGEMENT TEAM



Abhay Aima



Arvind Kapil



Ashima Bhat



Ashish Parthasarthy



Ashok Khanna



Bhavesh Zaveri



Chakrapani Venkatachari



Jimmy M Tata



Munish Mittal



Navin Puri



Neil Francisco



Nirav Shah



Nitin Chugh



Parag Rao



Philip Mathew



Rahul Shukla



Rajesh Kumar R



Rakesh K Singh



Ravi Narayanan



Sashidhar Jagdishan



Smita Bhagat

## **STATUTORY AUDITORS**

Deloitte Haskins & Sells

*Chartered Accountants*

## **REGISTERED OFFICE**

**HDFC Bank House,**

**Senapati Bapat Marg,**

**Lower Parel, Mumbai 400 013**

Tel: + 91 22 6652 1000

Fax: + 91 22 2496 0737

## **CORPORATE IDENTIFICATION NO.**

L65920MH1994PLC080618

## **REGISTRARS & TRANSFER AGENTS**

Datamatics Business Solutions Limited (Formerly Datamatics Financial Services Limited)

Plot No. B 5, Part B,

Crosslane, MIDC, Marol,

Andheri (East), Mumbai- 400 093

Tel: + 91 22 6671 2213/14

Fax: + 91 22 6671 2011

e-mail: [hdinvestors@datamaticsbpm.com](mailto:hdinvestors@datamaticsbpm.com)



# 24TH ANNUAL GENERAL MEETING



## **DATE**

June 29, 2018



## **DAY**

Friday



## **TIME**

2.30 p.m.



## **PLACE**

Birla Matushri Sabhagar, 19, New Marine Lines,  
Mumbai 400 020



## **RECORD DATE FOR DETERMINING ELIGIBILITY OF DIVIDEND**

June 1, 2018 (both physical and electronic)

# EVOLVING INTO AN EXPERIENCE BUSINESS, DIGITALLY

At HDFC Bank, customers are at the core of our digital evolution. Our suite of personalised products, services and digital experiences, redefine our commitment to provide an enhanced experience for our customers. Intuitive products, platform agnostic solutions and a holistic sophistication across devices enable us to create unique experiences for our customers. Importantly, they are for everyone - both customers who have a relationship with us as well as those who do not.

## Shifting from transactional optimisation to experience differentiation

We believe that shifting our focus from transactional interactions to experience differentiation will give us a competitive advantage.

In today's age of multiple devices, it is imperative that we provide a cohesive and seamless experience to our customers. It is also important that we anticipate customer requirements and provide solutions with a first-time-right approach. Integrating existing systems with newer technology platforms can help us design more satisfying customer experiences. With these objectives in mind, we are well on our way to revamping all our digital solutions – our website, including the NetBanking experience, the MobileBanking app, our digital wallet PayZapp and our compare-and-shop portal SmartBuy, to offer a consistent, seamless, intuitive and contextual journey across all platforms.

For customers who prefer to explore by themselves, we have designed experiences, which enable them to select and purchase our most relevant solutions with ease. Our customers can select products ranging from loans to forex cards, and everything else that the bank can offer them, in an effortless and intuitive manner.

## Creating a conversational experience



We endeavor to humanize conversations and transform how customers interact with us. Through meaningful exchanges with over four crore customers, we take every opportunity to improve the quality of interactions across touch-points and enhance customer experience by making interactions more friendly, familiar and relevant.

Our AI-based chatbot **EVA** (**E**lectronic **V**irtual **A**ssistant) is available on all digital platforms including the website, mobile site, and SmartBuy. EVA helps customers find information in a matter of seconds, eliminating the need to talk to a customer service agent. EVA amiably responds to both audio and text queries with élan. Today, EVA works in tandem with Google Assistant and Alexa. Our customers can simply say, "Ok Google, talk to HDFC Bank" or, "Alexa, what is the interest rate on an FD for a year?" to let EVA answer queries. Voice-activated banking automation is another key innovation that reiterates our commitment to high quality customer experience 24X7.



HDFC Bank is the first bank to provide bot-based social media banking services to its customers. The country's first social media banking bot, **OnChat**, helps customers transact on Facebook Messenger. Fast, easy and secure, OnChat enables our customers to search, discover, confirm, and pay for services, all within the same chat box. Using OnChat, customers can pay bills, check stock prices, recharge, book cabs, hotels, movie tickets and more.

Our **DCC (Digital Command Centre)** helps understand our customers better by learning from their preferences and concerns. Whether it is a complaint, a grievance, or an acknowledgement for our services, we respond immediately through our traditional and social media channels to ensure we are with and for our customers on a real time basis.

## Experience differentiation through personalisation

**Hyper-personalisation** is another major step towards facilitating an enhanced customer experience and creating customized consumer journeys. This is done by offering customers the option to create a Customer ID of their own choice and real-time expense tracking. We were the first to offer customers the ability to personalize their most frequent transactions on an ATM over a decade ago.

We collaborate with leading technology providers to enable us to understand our customer requirements. As a result, our customer conversations are now more relevant and contextual. Using a combination of personalised interfaces like intelligent notifications, personalised banner displays etc., and digital apps, we are able to customize experiences through our virtual channels as well as offer it to more customers. Our **Insta Alerts** enable customers to remain aware of every account-related activity, anytime, anywhere. Each innovation is an attempt at enhancing our customers' experience.

Our mission is to script bespoke customer journeys in this age of experience. Our approach of 'Experience differentiation' aims to fulfil the needs of our customers, at every life stage, so that when they think about money, they think of HDFC Bank.



## Setting the benchmark for effortless banking

It is our aim to customize our products and services to meet the unique needs and preferences of every HDFC Bank customer. We are aware of the need for a completely effortless interface and experience, which customers can navigate with ease, in an unassisted manner.

Our **10 Second Loans** have redefined the rules of the game. Forget cumbersome loan processes; today, when a pre-approved HDFC Bank customer requires a loan he enjoys the benefit of having the funds in his account within seconds. This paperless service is available to him 24X7, at the touch of a button. Similarly, when a bank customer applies for a Credit Card, he has the option of receiving a virtual InstaCard that is instantly activated and ready for immediate use.

**PayZapp – our digital wallet** has empowered customers to make instant digital payments through more convenient options like Scan-to-Pay.

Using an industry-first approach, we have implemented a self-sustained accelerated rewards program. Our **SmartBuy** platform leverages the power of the bank to bring the best merchant offers to customers. It provides those searching online for products and services with a list of options, including offers from the most preferred retailers, as well as the cheapest deals available. Over 1.5 million users visit SmartBuy, every month.

To help customers unlock the value of their investments, without liquidating them during exigencies, we have created **Digital Loans against Securities and Mutual Funds**. Customers can now pledge their securities and mutual fund assets online and get an overdraft limit set in under three minutes. All of this happens in three easy steps through the HDFC Bank website.

