

September 16, 2023

BSE Limited

Dept of Corporate Services
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai 400 001
Scrip Code: 500180

National Stock Exchange of India Limited

The Listing Department
Exchange Plaza
Bandra Kurla Complex,
Mumbai 400 051
Scrip Symbol: HDFCBANK

Dear Sir,

Sub: Presentation made at Analyst / Institutional Investor Meetings

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time we are enclosing the Presentation made at the below Analyst / Institutional Investor Meeting.

Date	Time	Investor / Event	Type of Meeting	Place
September 16, 2023	10:00 AM (IST) to 11:30 AM (IST)	Marcellus Fifth Anniversary	Conference (Group)	Mumbai

Please note that no unpublished price sensitive information was shared / discussed by the Bank in the said meeting.

This is for your information and appropriate dissemination.

Yours truly,

For HDFC Bank Limited

Santosh Haldankar
Company Secretary

Creating Ecosystem for Competitive Advantage





- 1 Retail Lending: Industry First E2E Digital Offering
- 2 Background: Evolution in Banking Environment.... Over last 5 -10 years
- 3 4-Pronged Approach
- 4 Connecting the dots to create differentiation
- 5 What we created...changed the Landscape
- 6 Key developments redefining the Indian Financial Sector
- 7 Changing The Way Consumers take Car Loans
- 8 Home Loan: leveraging on Mutual Strengths
- 9 Creating Home Loan Momentum



Home Loan **Digital** Solution

XPRESS Personal Loan ... Complete End to End Personal Loan for NTB Open Market Customers

HDFC BANK
XPRESS CAR LOAN ... Express Car Loans

HDFC BANK
DIGITAL LAMF ... the Digital Loans against Mutual Funds

HDFC BANK
DIGITAL LAS ... the Digital Loans Against Share ...

10
seconds

Post the success of our 10 Second Personal Loans...

How did we go about it...



Background: Evolution in Banking Environment... Over last 5 -10 years



Credit Bureaus were at **development stage**



Credit Risk in bank was **Cutting Edge**



No one in the Industry had a grip on **REAL DIGITAL**



Credit Underwriting, Analytics & Technology were working **INDEPENDENTLY** to large extent



Internet was there however **search engines** were developing



Consultants were trying to connect dots on digital without much success

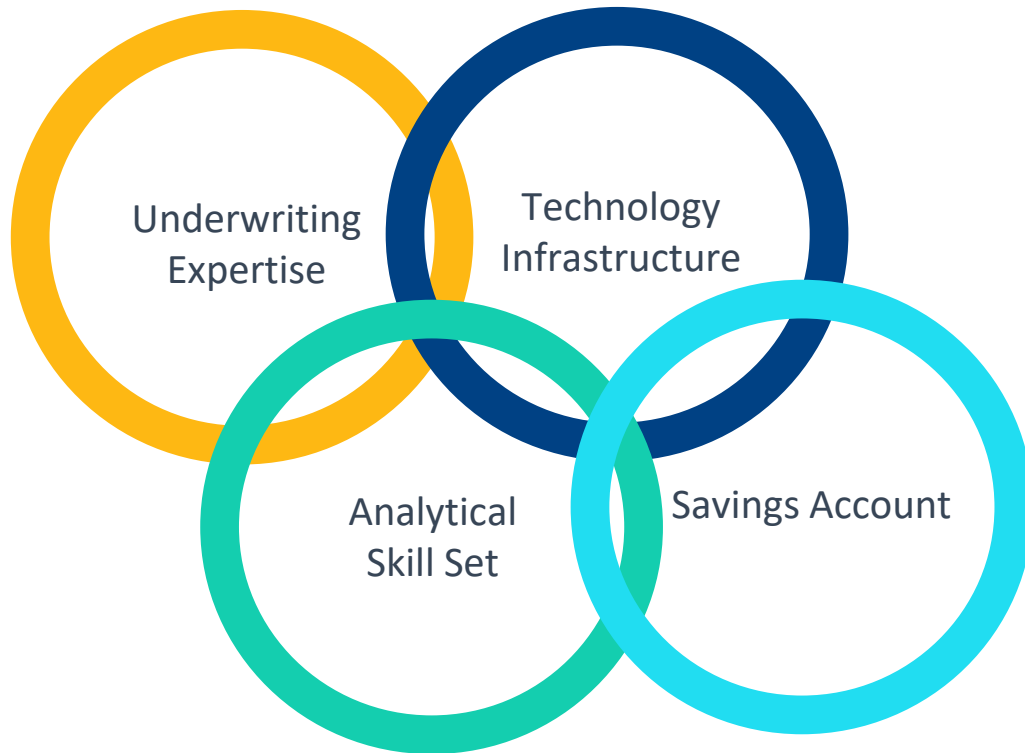


Analytics were at **Nascent Stage**

What worked for Us



These 3 along with Savings account offers big opportunity to GROW through E2E Digital Solutions



Technology Infrastructure

Algorithm Based Solutions
Automated Business Rule Engine for Credit approvals



Analytical Skillset

Inhouse Credit decisioning models like P27
Forecasting Models on Credit Losses



Underwriting Expertise

Best in Class Credit Quality
Rich Experience of Economic Cycles



Savings Account

Customer engagement due to multiple contact points
Cross sell opportunity



Process was Re-engineered



T
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- **Entire Process E2E with Few Clicks**

Acts as Enabler to create End to End Digital Solutions
e.g. 10 Sec Unsecured Loans, Loan against shares, Loan Against Mutual Funds, Xpress Car Loans etc.

- **Turn Around Time**

Improvement in TAT which results into Customer Satisfaction & Improves Employee Productivity

- **Credit Buying Analytics**

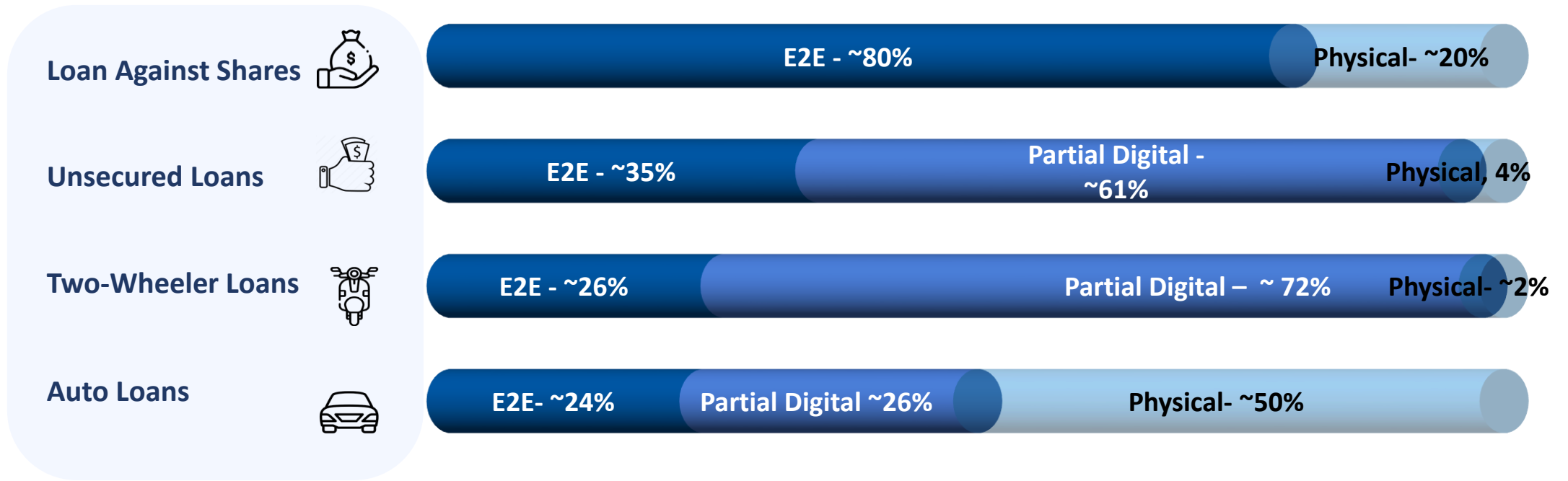
Analyses Transaction Pattern of Customers to offer Product Suite pertinent to him/her

- **Liability Franchise + Creating Visibility to the customer**

Liability customers approaches bank through various channels thus enable us to communicate efficiently and effectively.



What we created...changed the Landscape

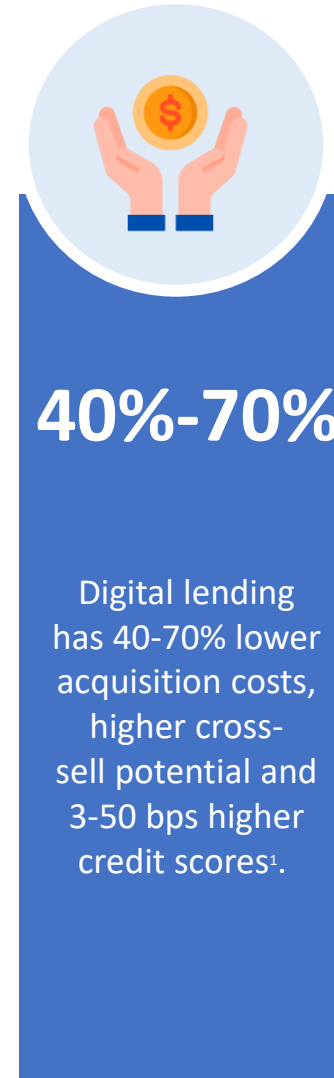
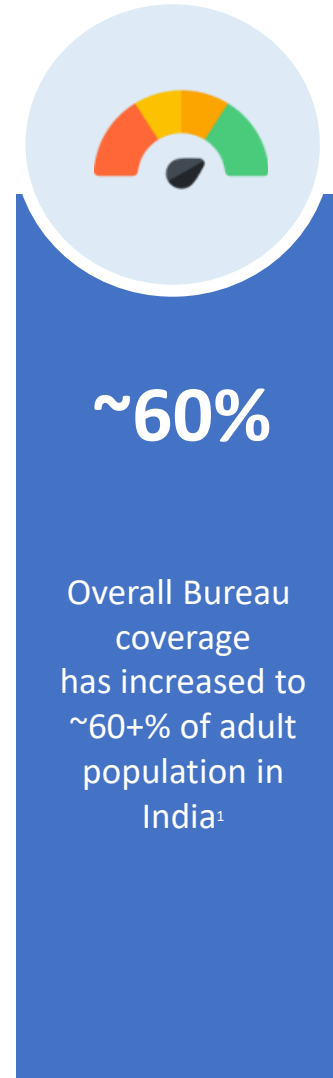
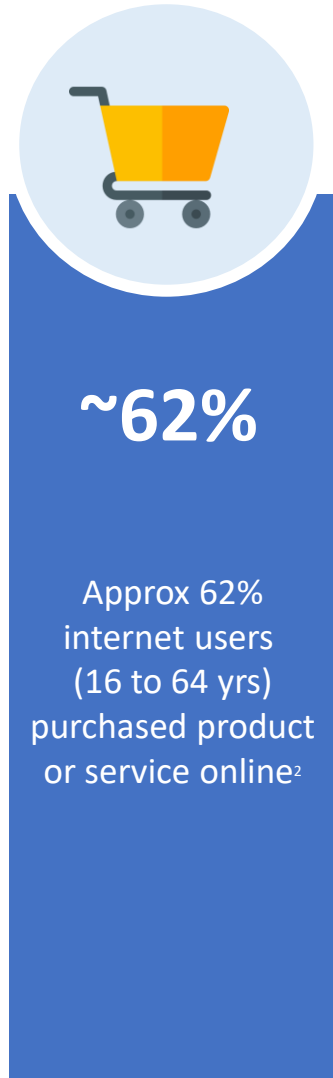
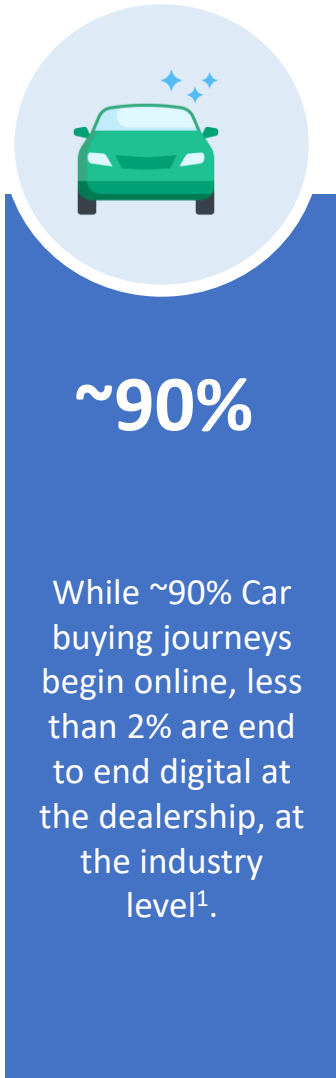


- Retail Asset Portfolio has witnessed double digits growth (CAGR from FY 18-19 to FY 22-23) whereas increase in manpower stays at single digit.
- Growth rate in semi urban and rural areas is nearly 2 times (in value terms) as compared to metro & urban areas (FY18-19 to FY 22-23).

* E2E – End to End Digital
Data for Q1FY24(units)



Key developments redefining the Indian Financial Sector



Source: 1. Mckinsey, 2. GWI (Q3 2022)



Changing The Way Consumers take Car Loans



Purpose

- Targeting New to Bank Open Market Customers
- End to End Digital



87,000+
Happy Customers



₹ 8,200 Cr +
Disbursed

What's New



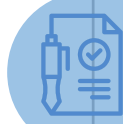
Zero paper; zero touch processing in **30 mins**



Video KYC in **5 mins**



Bank statement through account aggregator in **2 mins**



In principle approval in **5 mins**; and same day disbursal



Home Loan: leveraging on Mutual Strengths

Retained organisational strength of HDFC Ltd and added strength of HDFC Bank
Retention of model in which customer visits branch to sign Loan Agreement & take disbursement.



Building on Builder Relationship Strength



Rich customer database of Salary + Self Employed

Robust Process & Policies



Corporate Salary Customers

Large Customer Base –
-65% of HDFC’s customers are not banking with HDFC Bank



Multiple Product Offering

Best-in-class legal & technical due-diligence



Expertise in Risk Based Analytics + Algorithm Base Underwriting
Digital Journey Orchestration
Power of Bundling

- Quick Sanctions, **Faster TAT** (Huge customer liability base)
- Enhanced Corporate Relationship
- Pre-Approved Databases
- Corporate Salary with customized offerings – a **NEW segment**
- Becoming Primary Banker through Power of Bundling (**DIGITALLY**)
- Positive ROA by cross selling through Digital solutions on Housing Portfolio Customers
- Creating a digital housing product
- Incremental Loans to have savings account thus **improving quality of portfolio**



Creating Home Loan momentum

Key Foundations of
HDFC Bank

&

Continue to build on
these Foundations



Two Notches higher momentum post merger.

- ✓ Higher Sales turnover
- ✓ Better Road through Digital Penetration



Capitalising on Enhanced network in Tier 2 and Tier 3+ through Physical as well as Digital model.



Staying notch ahead on Digital versus Industry with zero dilution of risk.



Balanced growth, Right Portfolio Quality & Sensible Pricing are the 3 fundamental cornerstones of our strategy plus agility to reach out to our customers.



Creating ecosystems for competitive advantage

Thank You



TECHNOLOGY BANKING BEYOND TOMORROW



1

Systemically important Bank for India

2

Technology investments driving growth

- Scale & Experience

3

Building a bank with technology edge

- Infrastructure & Security
- Applications, APIs and Analytics

4

Leveraging Digital Public Infrastructure

5

Lighthouse programs

6

Getting ready for the next 100M



Systemically important Bank for India

What happens in a month

60M+ customers engage thru' digital channels

- 20M+ customers serviced/onboarded digitally
- 40M+ customers execute **1B+** transactions

hdfcbank.com

- 40M visitors; 100M+ visits
- Amongst the **top 10** bank websites in the world

Transaction Enabler

17%
RTGS Transactions

13%
NEFT Transactions

11%
UPI Transactions

45%+
Merchant acquiring

28%
CBDT collections

45%
Settlement account of brokerages

55%
payments & collections for MF

40+
Fintech partnerships

partner with HDFC Bank for better customer experience

delivering financial services at consumer-tech scale

~monthly active customers

150M

65M

32M

55M

60M

60M

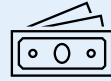
Sources:
 1. Google Pay: Hindustan Times
 2. Zomato: Economic Times
 3. Spotify: Billboard
 4. Amazon & Flipkart: Business Standard



Technology investments driving growth



- Our focus on tech transformation is reflected through our focussed tech investment strategy
- A paradigm shift from modernization to innovation underpins our transformation ethos



26%
CAGR growth in Tech Investments for the period FY19 to FY23



8.2%
Tech Investments as a factor of Operating Expense in FY23 Increased from 6% in FY19

DIGITISATION OF JOURNEYS



Acquisitions



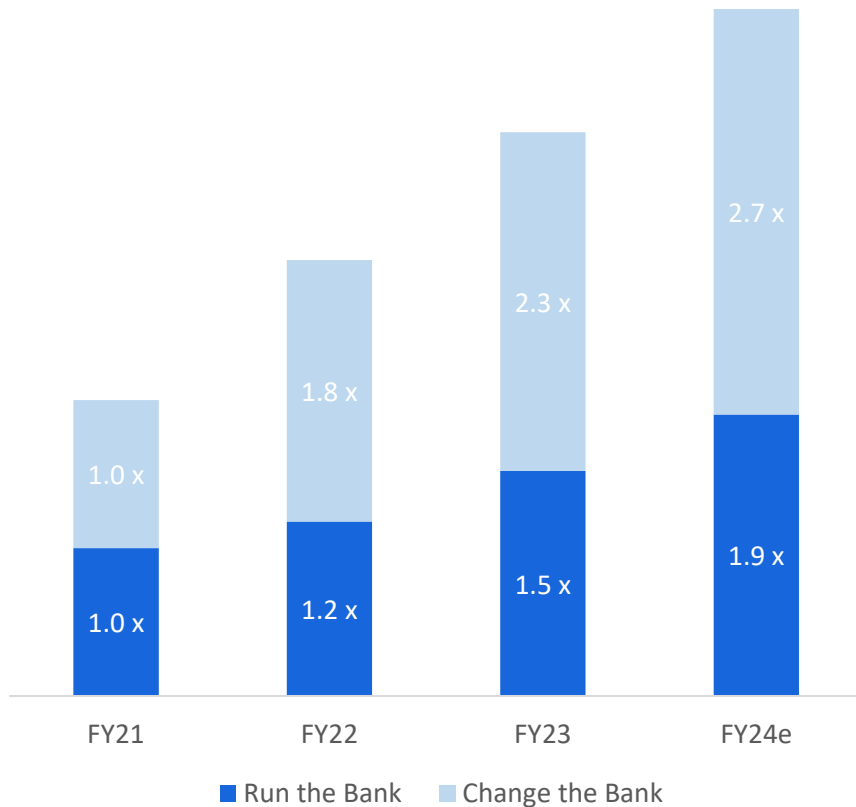
Transactions



Servicing



Tech employee strength



CHANGE THE BANK

Strategic Competencies & Innovation
41%

Digital Properties Co-creation
31%

Compliance & Security
14%

Deeper Distribution
14%

RUN THE BANK

Maintenance
51%

Infrastructure
28%

Professional Services
21%



Building a Bank with Technology edge

Vision

Status

Four Pillars



Core Modernization

Always ON
Perform@ Scale



5000 TPS on UPI



Middleware Orchestration

Banking as a Service



30+ onboarding journeys enabled; 600K units per month



Customer Intuitive application

Unassisted adoption



Payzapp 2.0 3X performance



AI & ML Driven Adoption

Powering Human decisions for better outcome



Pre-approved offers; equivalent to existing base



Digitized Branches; Points of presence

Digital Experience Centre for Customer Engagement

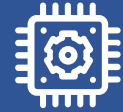


7800+ branches; 15000 BC points; 4 DBUs



API

1400+ APIs; enabling cloud native apps; 600K onboarding per month



Cloud

Pioneered; Google, AWS & Azure; critical workloads; highest adoption



Data

Data Lake in Azure, Largest in India



Security

Amongst Top 5 Banks in the world [BitSight Rating]; Zero Trust Security



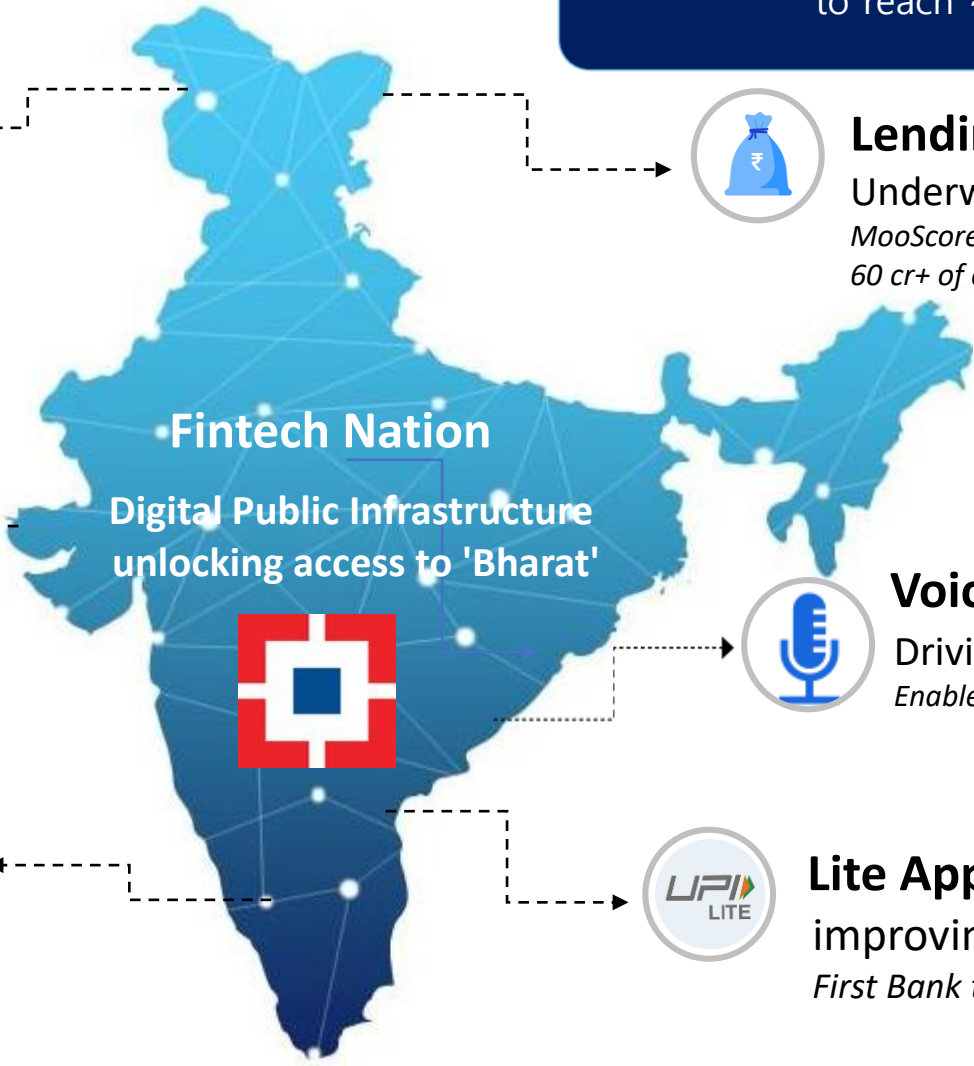
Leveraging Digital Public Infrastructure

Indian Fintech revenues to grow 35% annually to reach ~\$190B in 2030
Source: BCG analysis

Aadhaar, DigiLocker
Simplifying KYC; transactions
Embedded into digital journeys 4M users monthly
AEPS transactions 25M monthly



Lending Stack
Underwriting
MooScore for lending to dairy farmers
60 cr+ of cattle loans disbursed



Credit on UPI
Enabling sachet credit
Payzapp: First bank app to enable at GFF
Rupay credit cards on UPI: 50%+ market share



Voice Enablement
Driving adoption
Enabled UPI transaction on voice at GFF

Account Aggregator
Data share with consent
Integrated with lending journeys
100K user per month



Lite App
improving low network experience
First Bank to enable UPI Lite



Our Lighthouse programs

Pay



3M users; 3X better engagement vs past; one of the 3 payment apps to enable CreditOnUPI @GFF



1.5M merchants; Amongst top 5 merchant app in India by transaction; enabling banking services



Digital Currency

1.5M merchants; 15% of CBDC merchant share

Invest



HDFC SKY

Creating the new Investment experience



A mobile-first, analytics-based portfolio management platform

Customer Engagement



30M engagements & interactions monthly touching 15M customers

Corporate Digital Banking

200K enterprises; 50M transactions per month

BizXpress

Digital platform for SME customers offering end-to-end banking

Borrow

Dairy Cattle Loan

MooScore lending; Rs 60+Cr worth of cattle loan sanctioned



Largest car loan digital platform in India; 13000+ car loans disburse monthly

Distribution



Digital distribution powering 150K agent locations; 30%+ Y-o-Y growth



Driving people productivity 2X

Engineering

Streams

Benchmarked to handle 5,000 Transactions/sec; Getting ready for the next 100M

API Orchestration

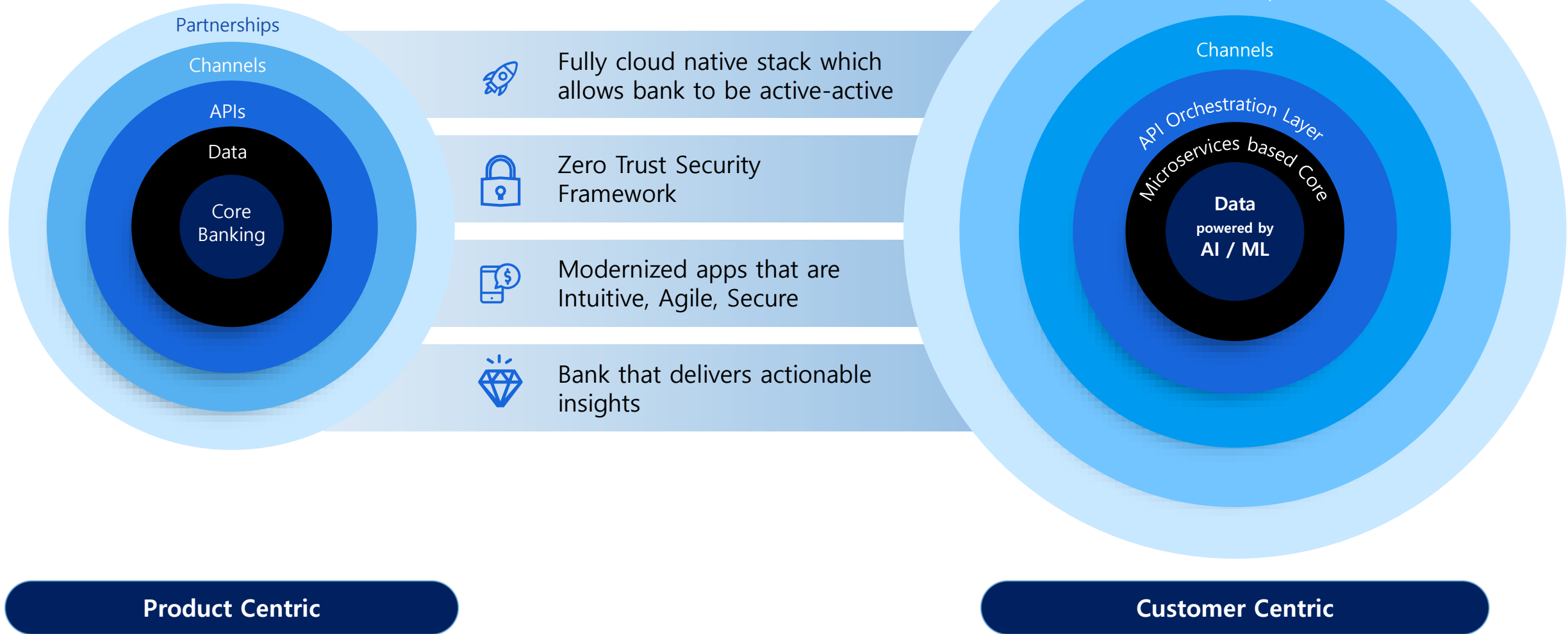
1400+ APIs into experience APIs to enable Banking as a Service

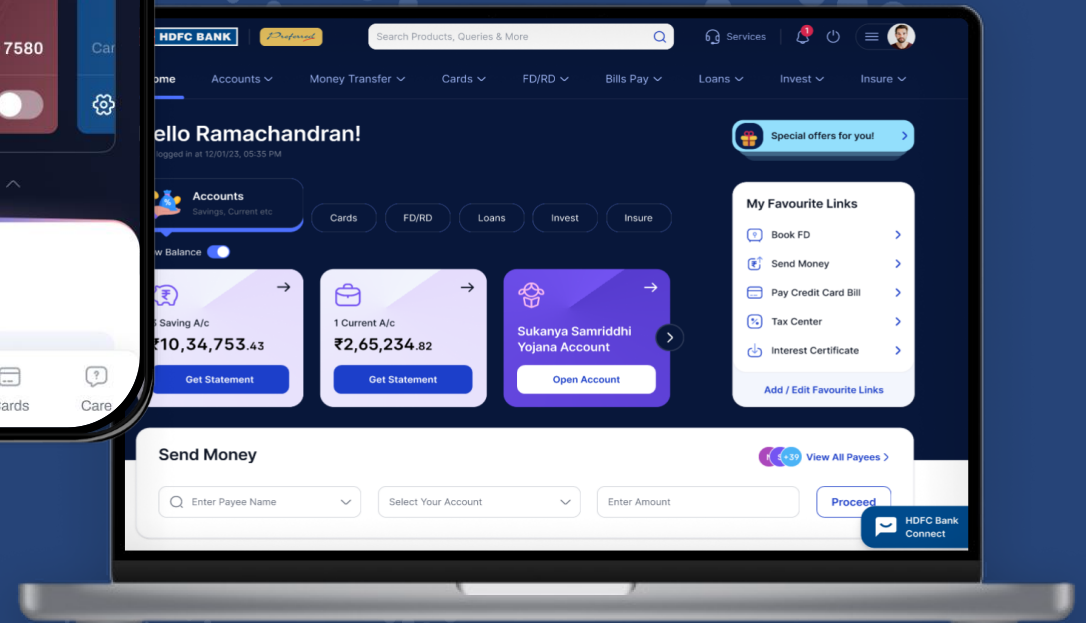
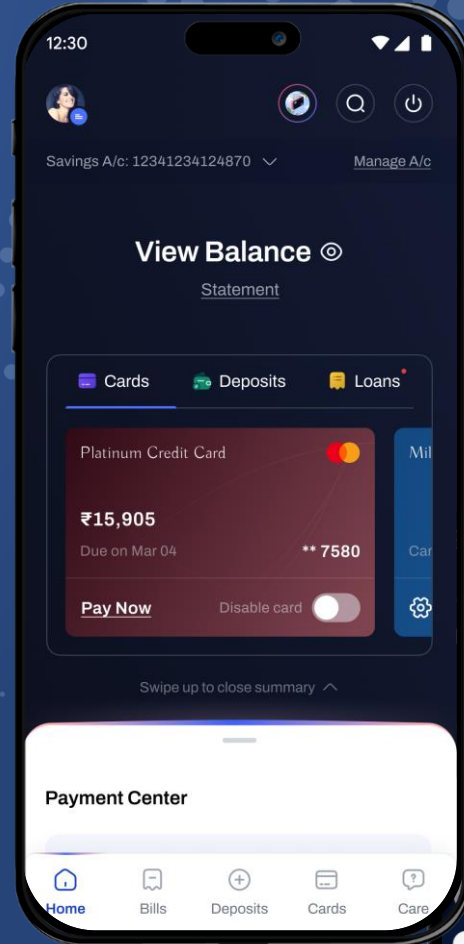
TradeFlow

Integrated cloud native trade platform processing ~7000 trades per day



Getting Ready for Next 100M





ALL
NEW
BANKING
EXPERIENCE

Certain statements are included in this release which contain words or phrases, such as 'will', 'aim', 'will likely result', 'believe', 'expect', 'will continue', 'anticipate', 'estimate', 'intend', 'plan', 'contemplate', 'seek to', 'future', 'objective', 'goal', 'project', 'should', 'will pursue' and similar expressions or variations of these expressions, that are 'forward-looking statements'. Actual results may differ materially from those suggested by the forward-looking statements due to certain risks or uncertainties associated with our expectations with respect to, but not limited to, our ability to implement our strategy successfully, the market acceptance of and demand for various banking services, future levels of our non-performing loans, our growth and expansion, the adequacy of our allowance for credit and investment losses, technological changes, volatility in investment income, our ability to market new products, cash flow projections, the outcome of any legal, tax or regulatory

proceedings in India and in other jurisdictions we are or become a party to, the future impact of new accounting standards, our ability to pay dividends, the impact of changes in banking regulations and other regulatory changes on us in India and other jurisdictions, our ability to roll over our short-term funding sources and our exposure to market and operational risks.

By their nature, certain of the market risk disclosures are only estimates and could be materially different from what may actually occur in the future.

As a result, actual future gains, losses or impact on net income could materially differ from those that have been estimated. In addition, other factors that could cause actual results to differ materially from those estimated by the forward-looking statements contained in this document include, but are not limited to: general economic

and political conditions, instability or uncertainty in India and other countries which have an impact on our business activities or investments caused by any factor, including terrorist attack in India, the United States or elsewhere, anti-terrorist or other attacks by the United States, a United States-led coalition or any other country, tensions between India and Pakistan related to the Kashmir region or between India and China, military armament or social unrest in any part of India, the monetary and interest rate policies of the Government of India, natural calamities, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices, the performance of the financial markets in India and globally, changes in Indian and foreign laws and regulations, including tax, accounting and banking regulations, changes in competition and the pricing environment in India, and regional or general changes in asset valuations.