



HDFC Bank Wins 2011 Celent Model Bank Award for Effective Technology Implementation

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NCR APTRA(TM) eMarketing software helps HDFC Bank increase cross-selling through personalized and synchronized experiences across multiple channels

DULUTH, Ga., Jun 16, 2011 (BUSINESS WIRE) --

[HDFC Bank](#), India's second largest private bank, has earned a 2011 Celent Model Bank Award for the exceptional customer experience created by the implementation of [NCR APTRA\(TM\)eMarketing](#) solution. The advanced marketing software from [NCR Corporation](#) (NYSE: NCR) enables HDFC Bank to personalize self-service experiences while delivering targeted and consistent messages through ATM, email, Internet, mobile device, and call center channels.

The implementation has delivered a significant return on investment through customer engagement, higher cross sells and reduced costs. HDFC Bank increased its response rate to 70 percent and a conversion rate of 20 percent.

Celent, an international consultancy service for financial institutions, issues its Model Bank Awards annually, recognizing the effective use of technology by financial institutions around the world. HDFC Bank will accept its award at the Celent Innovation & Insight Day in Atlanta on June 16.

"We were impressed by HDFC Bank's implementation of a cross-ATM, mobile and online customer experience. A lot of companies talk about multichannel delivery, but HDFC Bank - through NCR's software - is delivering substantial results with customers. HDFC Bank is a best practice example for financial institutions around the globe looking to create a more unified customer experience across growing bank channels," said Stephen Greer, Analyst, Celent.

NCR APTRA eMarketing allows HDFC Bank to communicate to its customers and prospects across channels in a synchronized fashion using targeted email messaging, personalized online banking banner advertisements, one-to-one messaging at the ATM and follow-up contact at the call center. In addition, customers can personalize their ATM transactions based on language preference, fast cash amount, favorite transaction and receipt options, enabling a 40 percent faster experience at the ATM. Personalized communication puts customers in control of their banking experience, while allowing HDFC Bank to interact with its customers at their channel of preference and choice.

"We are honored to receive this award for our work with NCR, which has remained a valuable technology partner for several years," said Sanjeev Patel, EVP and Head-Direct Banking Channels, HDFC Bank. "NCR APTRA eMarketing has become vital to our business operations, helping us offer a consistent and user-friendly banking experience to our growing customer base, while improving our bottom line."

HDFC Bank also benefits from significant cost savings by using NCR APTRA eMarketing to communicate regularly with customers over email. HDFC Bank saves on paper mailing charges.

"At NCR, we strive to build innovative solutions that enable our customers to deliver fast, convenient service to their customers," said Michael O'Laughlin, senior vice president, NCR Financial Services. "The 2011 Celent Model Bank Award recognizes how our APTRA eMarketing software is transforming business operations by helping companies gain the competitive edge they need to retain and expand their reach in today's financial marketplace."

About HDFC BANK

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 21 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 16 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of March 31, 2011, the Bank had a distribution network with 1,986 branches and 5,471 ATMs in 996 cities.

For the quarter ended March 31, 2011, the Bank's total income was INR 67.24 billion (₹6,724.3 crore) as against INR 50.04 billion (₹5,003.9 crore) for the quarter ended March 31, 2010. Net revenues (net interest income plus other income) were INR 40.95 billion (₹4,095.2 crore) for the quarter ended March 31, 2011, an increase of 24.0% over INR 33.02 billion (₹3,302.1 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended March 31, 2011 was INR 11.15 billion (₹1,114.7 crore), up by 33.2% over the corresponding quarter ended March 31, 2010.

The Bank's total balance sheet size increased by 24.7% to INR 2773.53 billion (₹277,353 crore) as of March 31, 2011. Total deposits were INR 2085.86 billion (₹208,586 crore), up by 24.6% over March 31, 2010.

Total income for the year ended March 31, 2011 were INR 242.63 billion (₹24,263.4 crore).

Leading Indian and international publications have recognized the bank for its performance and quality.

For more information please log on to: www.hdfcbank.com

About Celent

Celent is a research and advisory firm dedicated to helping financial institutions formulate comprehensive business and technology strategies. Celent publishes reports identifying trends and best practices in financial services technology and conducts consulting engagements for financial institutions looking to use technology to enhance existing business processes or launch new business strategies. With a team of internationally experienced analysts, Celent is uniquely positioned to offer strategic advice and market insights on a global basis. Celent is a member of the Oliver Wyman Group, which is part of Marsh & McLennan Companies [NYSE: MMC].

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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