



HDFC Bank and NCR Jointly Win Two Asian Banker Technology Implementation Awards

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HDFC Bank's 40 percent faster ATM transactions and seamless multi-channel customer experience - powered by NCR - receives recognition from the banking community

DULUTH, Ga., Apr 20, 2010 (BUSINESS WIRE) --India's second largest private bank, HDFC Bank, and its technology partner, NCR Corporation (NYSE: NCR), won two prestigious awards at the 2010 Asian Banker Technology Implementation Awards for the best 'Multi-channel capability' project and the best 'ATM Installation and Management Solution', beating 60 other entrants.

HDFC Bank and NCR received the 'Multi-channel capability' award for the innovative use of the NCR [APTRA eMarketing](#)(TM) solution by HDFC Bank to communicate with its customers and prospects in a seamless way across the Internet, eMail, Mobile, Call Center and ATM channels. HDFC Bank and NCR were also given the best 'ATM Installation and Management Solution' award for HDFC Bank's innovative use of the NCR APTRA eMarketing solution to improve customer service, reduce ATM transaction times and operating costs, and establish new revenue channels through its ATM network.

HDFC Bank's campaigns using NCR APTRA eMarketing showed compelling results: the targeted marketing campaign and cross selling of financial products recorded significant gains, to a response rate of 70 percent and conversion rate of 20 percent. In addition, important cost savings were realized through use of ATM and eMail channels for regular customer communications. Based on an estimated volume of 100,000 messages per month, the bank saves nearly \$50,000 each month in paper mailing charges.

"With NCR APTRA eMarketing, HDFC Bank customers are now receiving a personalized experience at their channel of choice. By personalizing their ATM transactions with their language preferences, fast cash amount, favorite transaction and receipt options, customers have experienced 40 percent faster transactions at the ATM. The multi-vendor and cross channel capability of the software helped reduce cost and improve operational efficiency," said Rajeeb Chatterjee, senior vice president of ATM, Net and Mobile Banking at HDFC Bank. "We are delighted to receive The Asian Banker Technology Implementation Award, recognizing our work backed by NCR's technology to build market share and create competitive advantage."

"NCR's constant endeavor is to assist our partners, helping them make their customers' banking experience more convenient and efficient, and enable partners like HDFC Bank improve their bottom lines," said David Miller, NCR vice president for South Asia Pacific. "NCR thanks the Asian Banker Technology Implementation Awards for honoring us for our work with HDFC bank."

About Asian Banker Technology Implementation Awards

The Asian Banker 4th IT Implementation Awards is a program designed to determine and award best practices of technological innovation in banking operations. The program has rapidly grown over the last three years, indicating the relevance of technology in today's banking industry. The purpose of this program is to recognize emerging best practices in the use of technology in the financial services industries.

About HDFC BANK LTD.

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 over 18 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 13 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of December 31, 2009, the Bank had a distribution network with 1,725 branches and 3,898 ATMs in 771 cities.

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 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 and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

NCR is a trademark of NCR Corporation in the United States and other countries.

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