

## **HDFC bank implements all new, powerful INTELLECT GUB - Credit decisioning system from Polaris Software**

*...a powerful credit decision engine that enables effective customer targeting and credit risk management*

**Chennai (India), August 20, 2009:** Polaris Software, a leading Financial Technology company, announced that HDFC Bank has implemented Polaris's Enterprise Business Rule Engine for its Retail Asset Lending Business comprising auto and personal loans. This deployment will enable HDFC Bank to target customers better and manage credit risks effectively.

Polaris's Intellect Business Rule Engine is a powerful credit decision engine that enables Polaris's customers to profile and segment customers for loan products and aids cross-selling and up-selling of related asset products. Intellect Business Rule Engine is the credit decision backbone that powers Global Universal Banking (GUB) - Intellect 10.0, the most comprehensive banking platform built using the next-generation Service Oriented Architecture (SOA) technology.

The system when coupled with Polaris's Intellect Origination and application processing solution, completely automates the process of filtering bad applications based on configurable and flexible pre-qualification checks. This results in processing of more applications and credit offers only to genuine customers.

As implemented at HDFC Bank at this stage, the system performs online application scoring & policy evaluation. The next phase of solution implementation is focused on computing behavioural scoring of retail loan applications in conjunction with the Bank's Data Warehousing system.

**Munish Mittal, EVP & Head, Technology Solutions Group, HDFC Bank,** said, "We evaluated multiple international and domestic solutions for introducing scoring and rules based Loan approval process and chose Polaris's Intellect BRE solution on account of its relatively lower start-up cost, easier integration capability with Bank's disparate Loan origination & application processing systems as well as availability of local systems integration & maintenance support."

Intellect Business Rule engine is an enterprise wide system designed on SOA architecture that can be extended across the lines of business. This centralized business rule repository provides the ability to view risk across portfolio of products and therefore enables higher control and risk management.

Implementing Application & Behavioural scores along and integrating Business Rules engine with Bank's existing Enterprise de-duplication solution for Loan & Credit Cards

applications has been a major landmark in our pursuit to make retail Credit processing template based and standardization of Credit policy administration, **Mr. Mittal** added.

Polaris's BRE solution further strengthens Banks straight through processing capability which integrates the good / bad internal de-duplication of loan/credit cards applications, application & behaviour score and Credit Bureau reports along with Bureau scores in real time as well as forms integral part of Bank's SoA initiative.

“Credit decision framework is a critical function in the distribution of the loan products to end customers. Having successfully partnered Polaris for automating our credit card application process, we chose to implement Polaris' Intellect Business Rule Engine. This cost effective solution will enable faster time to market our lending products and help us adapt quickly to changing risk practices,” said **Mr. Mittal**.

Commenting on the implementation, **Govind Singhal, COO Global Delivery and Operations, Polaris Software Lab**, said, “We are excited that HDFC Bank, one of the fastest growing banks in Asia has gone live on Intellect Business Rule Engine. This solution will enable HDFC bank to provide credit faster to its genuine customers and thereby enhancing the customer experience and the bank's profitability.”

#### **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 over 15 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 June 30, 2009, the Bank had a distribution network with 1,416 branches and 3,382 ATMs in 550 cities.

For the quarter ended June 30, 2009, the Bank earned total income of INR 51.36 billion (Rs.5,136.8crore) as against INR 42.15 billion (Rs.4,215.2crore) in the corresponding period of the previous year. Net revenues (net interest income plus other income) for the quarter ended June 30, 2009 were INR 28.99 billion (Rs.2,899.2crore), up by 25.1% over INR 23.16 billion (Rs.2,316.9crore) for the quarter ended June 30, 2008. Net Profit for the quarter ended June 30, 2009 was INR 6.06 billion (Rs.606.1crore), up by 30.5% over the corresponding quarter ended June 30, 2008.

The Bank's total balance sheet size increased by 10.38% from INR 1685.98 billion (Rs. 168,598.7crore) as of June 30, 2008 to INR 1861.15 billion (Rs.186,115crore) as of June 30, 2009. Total deposits were INR 1457.32 billion (Rs.145,732crore), an increase of 11.31% from June 30, 2008.



Total income for the year ended March 31, 2009 grew by 58.2% to INR 196.22 billion (Rs19622.9crore) over the corresponding year ended March 31, 2008.

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

For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

### **About Polaris Software Lab**

Polaris Software Lab (POLS.BO) is a leading Financial Technology Company, with its comprehensive portfolio of products, smart legacy modernization services and consulting. Polaris has talent strength of over 9000 solution architects, domain specialists and technology experts. The company owns the largest set of Intellectual Properties in the form of a comprehensive product suite namely Intellect™. Intellect is the first pure play SOA based application suite for Retail, Corporate and Investment banking.

Polaris is headquartered in Chennai and has offices in all global financial hubs including Tokyo, Sydney, Hong Kong, Singapore, India, Dubai, Bahrain, Riyadh, Paris, London, Belfast, Zurich, Frankfurt, Toronto, New York, Chicago, Fremont, Pittsburgh and Chile. For more information, please visit <http://www.polaris.co.in/>.

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