

**HDFC's**  
Custody Operations



**Intellect's**  
Custody Solutions

# Massive Scalable Growth



**Custody**

END-TO-END  
CUSTODIAN SERVICES

## Background

**HDFC Bank**, one of India's leading private sector banks, faced significant operational challenges in custody due to its outdated legacy systems. These systems created **inefficiencies, limited process optimization, and reduced competitive agility.**

## Key Pain Points



### Scalability Constraints

The bank's existing infrastructure struggled to scale effectively, hindering growth and its ability to meet future demands



### Inadequate Client Servicing

The inability to service the ever-increasing demands of clients posed a risk to customer satisfaction and loyalty



### Regulatory Compliance Issues

Timely compliance to regulatory requirements became a challenge, exposing the bank to potential risks and penalties



### Data Integrity Concerns

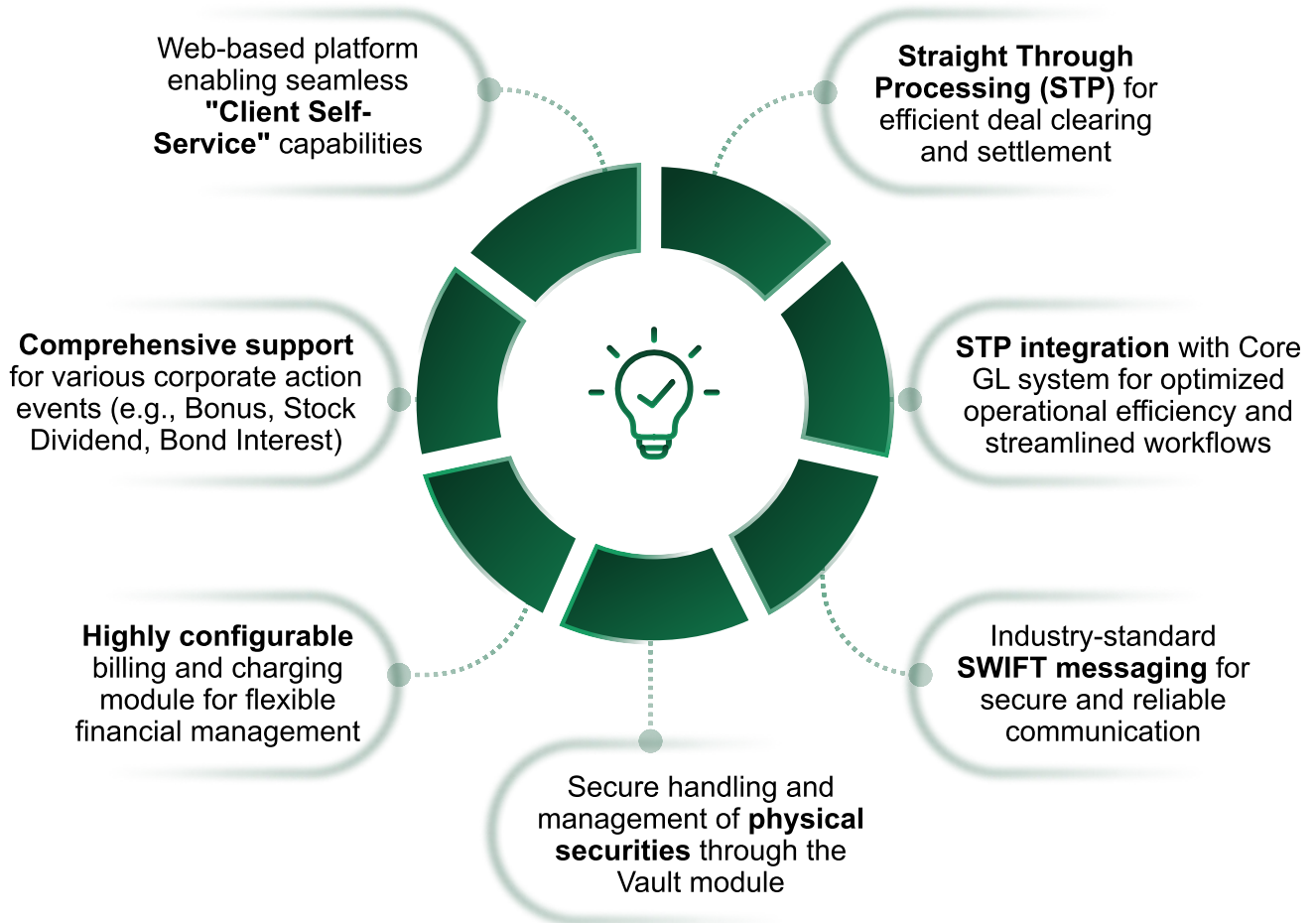
Ensuring the accuracy, consistency, and security of data proved difficult, compromising the bank's ability to make informed decisions



### Need for Technological Advancement

The bank required a robust, technologically advanced, and competitive solution to stay ahead in the market and address the aforementioned challenges

## Transformative Strategies used



## Outcome

1

HDFC now benefits from instant, anytime access to mission-critical information empowering data-driven decisions and unparalleled transparency

2

Assets Under Custody (AUC) and transaction volumes skyrocketed by 500%, capturing business growth and solidifying market leadership. The scalability of their business operations increased massively

## Best practices followed

1

Maintained continuous dialogue with clients to align with their evolving business and operational needs

2

Regulatory updates are seamlessly integrated into our product through continuous monitoring, guaranteeing compliance, agility and minimal disruption.

## About Us

IntellectAI offers a suite of contemporary artificial intelligence products and data insights triangulated from thousands of sources that take a strategic approach to tackling the biggest challenges for the wealth and insurance industries. Our underlying technology powers sophistication with simplicity, ensuring an engaging and insightful user journey. [www.intellectai.com](http://www.intellectai.com)