

# India Fact Sheet

*Prepared by: INM GPA*

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## The HSBC Group in India

<b>Who we are</b>	The HSBC Group serves customers worldwide in over 80 countries and territories in Europe, the Asia-Pacific region, the North and Latin America, the Middle East and Africa. With assets of some USD 2,716 billion at 30 September 2011, HSBC Group is one of the world's largest banking and financial services organisation.
<b>HSBC Group members in India</b>	The Hongkong and Shanghai Banking Corporation Limited HSBC Asset Management (India) Private Limited HSBC Electronic Data Processing India Private Limited HSBC Professional Services (India) Private Limited HSBC Securities and Capital Markets (India) Private Limited HSBC Software Development (India) Private Limited HSBC InvestDirect (India) Limited ( <i>formerly known as IL&amp;FS Investsmart Limited</i> ) HSBC InvestDirect Securities (India) Limited ( <i>formerly known as IL&amp;FS Investsmart Securities Limited</i> ) Investsmart Financial Services Limited HSBC InvestDirect Academy for Insurance and Finance (India) Limited ( <i>formerly known as IL&amp;FS Academy for Insurance And Finance Limited</i> ) HSBC InvestDirect Distribution Services (India) Limited ( <i>formerly known as IL&amp;FS Investsmart Commodities Limited</i> ) HSBC InvestDirect Sales & Marketing (India) Limited ( <i>formerly known as IL&amp;FS Investsmart Insurance Brokers Limited</i> ) HSBC Agency (India) Private Limited HSBC Global Shared Services (India) Private Limited ( <i>formerly known as HSBC Insurance Brokers (India) Private Limited</i> )
<b>Technology</b>	In India, the Group provides 24 hour banking services through an extensive network of 140 in-branch and off branch ATMs, Phone Banking through an integrated Contact Centre, SMS alert services on mobile phone and internet banking available at <a href="http://www.hsbc.co.in">www.hsbc.co.in</a> . Trade and corporate banking services are offered with real-time access to a centralised information database and the Group also has a state-of-the-art treasury dealing system.
<b>Customer Groups</b>	The HSBC Group commenced operations in India in 1867 with a branch in Calcutta (now Kolkata). An earlier commencement, as the Mercantile Bank of India, China and London, which the Group acquired in 1959, was established in 1853, with a branch in Bombay (now Mumbai).
<i>Retail Banking and Wealth Management</i>	The Bank offers a wide range of services and products to over 1.4 million customers across resident and non-resident Indian segments in India, USA, UK, Canada, Australia, Middle East and South East Asia.
<i>Commercial Banking</i>	The Bank has over 50,000 active commercial banking customers in India, including proprietors, partnerships, clubs and associations, incorporated businesses and publicly quoted companies. Commercial Banking provides a range of banking services to these customers including business accounts, payments and cash management solutions, trade services, factoring and a range of borrowing solutions. Commercial Banking serves its customers through three segments - Major Corporates Group, Corporate Banking and Business Banking. Its focus areas include customers with international business opportunities, established names in key sectors, and top tier SMEs.

<i>Private Bank</i>	HSBC Private Bank - India, focuses on offering a range of products and services including advisory and wealth management products and services for high net worth clients and their families. Customers are offered a suite of in-house as well as third party products.
<i>Global Banking</i>	Global Banking (GB) provides a suite of products and services for corporate and institutional clients. The team provides solutions to customers congregating the HSBC Group's transaction banking, treasury services and investment banking expertise together with the advisory, capital markets, asset management and private equity activities of the Group to provide a range of financial products to our clients. Increasingly, export credit agency (ECA) financing is being considered by customers and the GB team works closely with the project export finance teams, both onshore and offshore, to provide structured solutions.
<i>Global Markets</i>	Global Markets offers a comprehensive suite of products and services that encompasses vanilla FX, Forwards, FX Options, Swaps, funding / syndication to complex structured solutions. Backed by a team of experienced professionals, Global Markets is one of the leading market makers and solution providers in India in foreign exchange, fixed income, derivatives and financing businesses.
<b>Other Entities</b> <i>Asset Management</i>	HSBC Asset Management (India) Private Limited, investment manager to HSBC Mutual Fund, offers a flexible product range with an aim to create wealth in the long term for individual and institutional investors. It also offers Portfolio Management Services which endeavours to provide long term wealth creation to high net-worth individuals through active portfolio management and manages fixed income / pension mandates for large institutional clients.
<i>Audit Services</i>	HSBC Professional Services (India) Private Limited (HPSI) provides internal audit services to global businesses and global functions across the Group and is also involved in regional audit work in Asia-Pacific
<i>Global Service Delivery</i>	<p>Global Service Delivery in India has approx 18,600 employees and operates out of 10 Group Service Centres (GSCs). There are two Group Service Centres each in Bangalore, Hyderabad and Kolkata; while Gurgaon, Mumbai, Chennai and Vizag have one Group Service Centre each.</p> <p>The Group Service Centres are a fundamental component of HSBC's strategy to drive shareholder value. They form a key part of the Global Service Delivery organisation and enable maximising cost efficiency and drive customer advocacy by creating a seamless service delivery proposition.</p>
<i>Investment Banking and Institutional Equities Broking</i>	HSBC Securities and Capital Markets (India) Private Limited offers services in the areas of Equities broking, Investment Banking (IB) and Project Export Finance. The IB business includes mergers and acquisition advisory services, privatization advisory services and equity and debt origination. Project and Export Finance services are provided to governments, large corporates and top-tier banks. The equities broking primarily cater to the institutional client base which includes Foreign Institutional Investors, Local institutions, Mutual Funds, Insurance companies, and select High Net Worth and Corporate clients.

*Software Development* HSBC Global Software Delivery in India (registered entity- HSBC Software Development (India) Private Limited (HSDI)) is located in Pune and is spread across five locations (inclusive of an amenities building) in Pune and one in Hyderabad. It caters to the Group's IT requirements worldwide through development, maintenance and support of diverse banking applications.

*HSBC InvestDirect* HSBC InvestDirect (India) Limited (HIDL) through its subsidiaries offers a comprehensive range of products and value-added services backed by a professional service orientation for retail and corporate customers. The business activities undertaken by HIDL through its subsidiaries include (i) Securities Broking (ii) Depository Services (iii) Investment Advisory (iv) Distribution of financial products and (v) Securities related financing (NBFC).

*Canara HSBC Oriental Bank of Commerce Life Insurance Company Limited* This is a joint venture between Canara Bank, Oriental Bank of Commerce and HSBC Insurance (Asia Pacific) Holdings Limited. The JV Company operates a bancassurance model and has exclusive access to around 53 million customers and a PAN-India network of over 4,800 branches of the three shareholder banks. In addition, the Company has tied up with 3 Regional Rural Banks (RRBs) - Shreyas Gramin Bank, Pragathi Gramin Bank and South Malabar Gramin Bank which provide access to a network of 790 branches and 7 million customers. The distribution tie-up with HSBC InvestDirect provides access to an additional network of 65 branches with more than 1.3 lakh customers.

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