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HDFC Bank and Times Of India present 'Cyber Security Summit' to prevent cyber frauds in the financial sector

New Delhi, November 14, 2024: HDFC Bank, one of India's leading private sector banks and The Times of India (TOI), a part of India's largest media conglomerate are proud to announce 'Cyber Security Summit. This landmark event will bring together world-renowned experts, thought leaders, policymakers, and industry professionals to address the critical challenges in the ever-evolving landscape of cybersecurity. The Summit will be held on November 14, 2024 at ITC Maurya, Chanakya Puri, New Delhi and commemorates International Fraud Awareness Week (IFAW). This marks the fifth year in a row that HDFC Bank has been actively contributing to Cyber Fraud Awareness during the IFAW.

The conference is expected to serve as a platform for experts, practitioners, policymakers and stakeholders from various sectors/ regions to share their insights, experiences and best practices. It will also discuss the use of the latest available technology like AI to combat cyber threats. The objective of the Summit is to foster dialogue, collaboration, and partnerships among the participants, generate concrete and actionable recommendations for enhancing cyber security and resilience.

"The challenge in cyber security is to always remain one step ahead of fraudsters who are constantly evolving their methods and using sophisticated tactics to exploit customers' emotions. Creating awareness is essential to combat this growing threat. This will strengthen individual defences against fraud. Awareness coupled with self-vigilance will help build robust safeguards against fraudulent schemes," said Mr. Prashant Mehra, Group Head, Retail Portfolio Management and Fraud Control, HDFC Bank

Mr. Puneet Gupta, COO, Times Internet, said, "In today's deeply interconnected digital world, cybersecurity has become an absolute necessity. With the Cyber Security Summit, our goal is to provide individuals and businesses with critical insights and strategies to effectively safeguard their digital presence, enabling them to navigate the internet with safety and confidence."

This conference is yet another initiative by HDFC Bank in spreading awareness about cybercrime. In Financial Year 2023-24 alone HDFC Bank conducted over 17,000 Cyber Fraud Awareness Workshops as part of its Secure Banking Initiative to promote safe digital banking practices. These workshops aim to educate customers, law enforcement agencies, senior citizens, Self-Help Groups, educational institutions, vendors, partners and employees.

HDFC Bank has led impactful cyber fraud awareness campaigns like “Mooh Bandh Rakho” in Financial year 2021 and Bank’s very own social media influencer Vigil Aunty” in Financial Year 2022 setting industry benchmarks. Through this initiative, HDFC Bank has spearheaded 150+ awareness campaigns focussed on educating the public on various frauds modus operandi, helping Indians identify frauds and promote vigilance

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