



## **Renu Sud Karnad**

Managing Director - HDFC Ltd

A Post Graduate in Economics from the University of Delhi and a degree holder of Law from the University of Mumbai, Ms. Renu Sud Karnad brings with her rich experience and enormous knowledge in the mortgage sector, having been part of the nascent real estate & mortgage sectors in India. She is also a Parvin Fellow – Woodrow Wilson School of International Affairs, Princeton University, U.S.A.

Ms. Renu Sud Karnad joined HDFC Ltd. in 1978. She was inducted onto its Board as Executive Director in 2000. She grew to become Joint Managing Director in 2007 and has been elevated to the post of Managing Director with effect from January 1, 2010.

Ms. Karnad is in-charge of the lending operations of the company and is responsible for spearheading HDFC's expansion. Under Ms. Karnad's leadership, HDFC has grown consistently in its lending business assisting over 5.8 million families own a home of their own.

Additionally, she has under her fold the Human Resources and Communications functions. Apart from being HDFC's brand custodian, Ms Karnad is the guiding force behind formulation of the organization's communication strategy and public image. Recognizing the changing needs and lifestyles of its customers, under her stewardship, HDFC Ltd. has been consistently rolling out innovative & customer friendly mortgage products and services.

Owing to her successful spell with the mortgage sector, Ms. Karnad has served as the President of the International Union for Housing Finance (IUHF), an association of housing finance firms present across the globe. She has also served as Director, Asian Real Estate Society.

Besides being on the Board of several HDFC Group Companies, she is on the boards of ABB Ltd, Bosch Ltd, Feedback Ventures Limited, Indraprastha Medical Corporation Ltd, Maruti Suzuki India and international board of WNS.

Over the years, Ms. Karnad has had to her credit, numerous awards and accolades. She was awarded "Outstanding Woman Business Leader" at the CNBC-TV18 Indian Business Leader Awards (IBLA) 2012, was part of the 25 Most Influential Women Professionals in India – India Today Magazine's power list 2011, was honoured by IMC Ladies' wing for outstanding contribution by a woman in the field of Banking and Financial Services, 2011, has featured in the ET – Corporate Dossier list of India Inc's 'Top 15 powerful women CEOs' in 2010, Verve, international magazine's list of 50 power women in 2010 and in Business Today magazine's list of 'Most Powerful Women in Indian Business' for seven years up to 2012, in year 2013 she was inducted into Hall of Fame, Fortune India Magazine's most powerful women for 2011, 2012, 2013, 2014, 2015 & 2016, has featured amongst the list of '25 top non-banking women in finance' by U.S. Banker magazine in 2008, was chosen as the 'Best Woman Corporate Leader' by Business & Economy magazine for the year 2007-08. She was felicitated at the 'Women Achievers Award - 2007' by the FICCI Ladies Organization. In 2006, Wall Street Journal Asia adjudged her among the 'Top Ten Powerful Women to Watch Out for in Asia'.

Known for her wit and diplomacy, Ms. Karnad has always had a humane approach towards solving complex issues. She firmly believes that 'people' are key to an organization's success especially in the service domain and propagates 'self belief' as the strongest weapon to achieving excellence.

A quintessential woman and a role model for her women colleagues at HDFC, her message to the young professionals is elicited by a famous quote by David Frost 'don't aim for success; if you want it, just do what you love and believe in, and it will come naturally'.

