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## NEWS RELEASE

HDFC Bank Ltd.  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai -400 013.

### HDFC Bank's nationwide 'Blood Donation' on Friday

- **Sets-up 310 blood donation camps in 272 Indian cities, making it one of India's biggest Blood Donation Campaigns ever**
- **Tie up with prominent hospitals across the country**

**Mumbai, December 10, 2009:** HDFC Bank is organizing a nationwide Blood Donation Campaign on Friday, December 11, 2009. Donors in 272 Indian cities will be able to donate blood at 310 designated centres from 1000 hrs to 1700 hrs in what's one of the nation's biggest single-day blood donation campaigns where individual donors, including many Bank executives, are expected to donate blood. The Bank has tied up with major hospitals across these centers for technical assistance.

The Bank's Blood Donation Campaign had begun in 2007 with over 5000 volunteers. It has come a long way since then.

"Blood is precious. From major surgeries to treatment of critical diseases, all require blood transfusion. A single donation can save lives of as many as three people," says **Mandeep Maitra, Country Head, Human Resources & Corporate Services, HDFC Bank**. "The problem is more acute in our country where the gap between demand and supply of blood is acute. Published data suggest that a mere 500,000 blood units (of 250cc) are available in India against a demand of 40 million units. We'd be glad if we can in any manner help plug this gap."

Commenting on the initiative, **Bhavesh Zaveri, Head, Wholesale Banking Operations & Cash Management Products, HDFC Bank**, said, "I am glad our campaign is enabling more and more people to come forward and do what they always wanted to do--donate blood and save life."

The Bank has traditionally been carrying out its Donation Campaign under the aegis of its Wholesale Banking Operations (WBO) unit.

People desirous of donating blood can refer to the attached annexure for venue details.

#### **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 18 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 September 30, 2009, the Bank had a distribution network with 1,506 branches and 3,573 ATMs in 635 cities.

For the half-year ended September 30, 2009, the Bank earned total income of INR 101.36 billion (Rs.10,136.0 crores) as against INR 88.49 billion (Rs.8,849.5 crores) in the corresponding period of the previous year. Net revenues (net interest income plus other income) for the six months ended September 30, 2009 were INR 58.62 billion (Rs.5,862.4 crores), as against INR 48.26 billion (Rs.4,826.5 crores) for the six months ended September 30, 2008. Net Profit for the half-year ended September 30, 2009 was



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INR 12.93 billion (Rs.1,293.6 crores), up by 30.4% over the corresponding six months ended September 30, 2008.

The Bank's total balance sheet size touched INR 1939.41 billion (Rs.193,941 crores) as of September 30, 2009. Total deposits were INR 1498.05 billion (Rs.149,805 crores), up from INR 1337.81 billion (Rs.133,781 crores ) as of September 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)

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