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NEWS RELEASE

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

HDFC Bank retails silver bars this Akshaya Tritiya

- First bank ever to retail silver bars in India -

Mumbai, May 13, 2010: HDFC Bank, one of the premier banks in the country will retail into silver bars on the auspicious occasion of Akshaya Tritiya this year. HDFC Bank is the first ever bank to sell silver bars in India after following the huge success in gold coins / bars.

HDFC Bank 'Pure Silver' bars will be imported from Switzerland. Each bar weighing 50gms will carry a 99.99% Assay certification, signifying highest level of purity as per international industry standards. The launch provides Indian customers an easy and reliable way of buying silver, a popular investment option, without any worries about the purity of the item purchased. The bank aims to sell a total of 100 to 150 kgs of the silver bars through 80-85 of its branches spread over 21 cities. The bank is one of the leading players as far as gold is concerned. Last year it sold around 440kgs gold during Akshaya Tritiya.

HDFC Bank will keep its branches functional on Akshaya Tritiya which falls on Sunday this year to enable its customers and the public at large purchase gold and silver on this auspicious day.

Mr. Seshan Ramakrishnan, Head, Retail Liabilities Product Group, said, "We have always endeavored to provide a variety of secured investment and saving products to our customers. Silver has been traditionally the most favoured form of investment for Indians next to gold. In fact, India, even today is amongst the highest consumers of Silver in the world. Through the 'Pure Silver' offer we hope to provide customers a convenient and reliable way of purchasing silver."

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 19 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 15 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of March 31, 2010, the Bank had a distribution network with 1,725 branches and 4232, ATMs in 779 cities.

For the quarter ended March 31, 2010, the Bank earned total income of Rs. 4,956.7 crore. The Bank's total balance sheet size increased by 21.4% from Rs.183,271 crore as of March 31, 2009 to Rs. 222,459 crore as of March 31, 2010. The Bank's net profit for year ended March 31, 2010 was Rs. 2,948.7 crore, up 31.3%, over the year ended March 31, 2009.



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