



## NEWS RELEASE

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

### **HDFC Bank's nationwide 'Blood Donation Drive' on 10<sup>th</sup> December**

- **Sets-up over 475 blood donation camps across 350 Indian cities, making it one of India's biggest Blood Donation Campaigns ever**
  - **Tie-up with prominent hospitals across the country**

**Mumbai, December 8, 2010:** HDFC Bank is organizing a nationwide Blood Donation Campaign on Friday, December 10, 2010. Donors in 350 Indian cities will be able to donate blood at over 475 designated centres from 0900 hrs to 1700 hrs in what is 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 and blood banks across these centers for technical assistance.

This is HDFC Bank's fourth such annual blood donation camp. The Bank started this initiative in 2007 when over 4000 volunteers came forward for a national cause. Since then the camp has grown in size and stature. In the very first year over 4000 units of blood was collected. Progressively in 2008 over 9000 units and in 2009 over 13,500 units were collected.

"Blood is precious. It feels good to know that every year more and more people are joining this noble cause. Every minute of every day, someone needs blood. That blood can only come from a volunteer donor, a person like you and me, makes it all the more precious. There is no substitute for your donation", said **Bhavesh Zaveri, Country Head, Wholesale Banking Operations**. "The problem is more acute in our country where the gap between demand and supply of blood is acute and growing. Please join us in our mission to maintain safe and stable blood supply by making your appointment to donate blood today."

More details are available on <http://www.hdfcbank.com>. People desirous of donating blood can refer to the attached annexure for venue details.



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### **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 September 30, 2010, the Bank had a distribution network with 1,765 branches and 4,721 ATMs in 819 cities.

For the quarter ended September 30, 2010, the Bank's total income was INR 57.71 billion (₹ 5,770.7 crore) as against INR 50.45 billion (₹ 5,045.4 crore) for the quarter ended September 30, 2009. Net revenues (net interest income plus other income) were INR 34.87 billion (₹ 3,487.0 crore) for the quarter ended September 30, 2010, an increase of 15.9% over INR 30.09 billion (₹ 3,009.3 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2010 was INR 9.12 billion (₹ 912.1 crore), up by 32.7% over the corresponding quarter ended September 30, 2009.

The Bank's total balance sheet size increased by 28.9% from INR 1939.41 billion (₹ 193,941.0 crore) as of September 30, 2009 to INR 2499.83 billion (₹ 249,983.0 crore) as of September 30, 2010. Total deposits were INR 1953.21 billion (₹ 195,321.0 crore), up by 30.4% over September 30, 2009.

Total income for the year ended March 31, 2010 were INR 199.80 billion (₹ 19,980.5 crore).

Leading Indian and international publications have recognized the bank for its performance and quality.



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For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

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