



NEWS RELEASE

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

HDFC Bank's online donation facility for Sri Sri Lokenath Sevashram Sangha

- Takes its total to 69 shrines across the country -

Mumbai, April 7, 2011: HDFC Bank, second largest private bank in the country, signed an agreement with Sri Sri Lokenath Sevashram Sangha in West Bengal for offering online donation.

Devotees unable to offer donation at the temple in person for some reason can now do the same using the Bank's user-friendly and secure Payment Gateway. Besides the Bank's direct debit facility, they can use HDFC Bank debit card or any credit card to make the payment.

Speaking on the association, **Mr. A. Rajan, Country Head, Operations**, stated, "India is a spiritually enlightened country and HDFC Bank has always used technology that touches lives of our customers in all the spheres. This tie-up will enable lakhs of devotees of Sri Sri Lokenath Sevashram Sangha spread across the world, to conveniently send their offerings to their favourite deity, using HDFC Bank's secured net banking services. It also enables the devotees to select the specific purpose for which the donation is made."

HDFC Bank has pioneered the concept of electronic religious offering and is already offering this facility to major shrines across the country. Some of the religious organizations already availing this facility through HDFC Bank are Mata Vaishnodevi Temple, Shree Jagannath Temple, Shree Sidhivinayak Temple, Shanta Durga Temple, Shirdi Sai Baba Sansthan, Golden temple, Somnath Temple, Guruvayoor Temple, Parumala Church, Cheraman Juma Masjid, Shree Anantha Padmanabha Temple, Tirumala Tirupati Devasthanam etc.

Link to the website: http://www.hdfcbank.com/campaign/donate_charity/donate_charity.htm

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 December 31, 2010, the Bank had a distribution network with 1,780 branches and 5,121 ATMs in 833 cities.



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For the quarter ended December 31, 2010, the Bank's total income was INR 63.57 billion (₹6,357.8 crore) as against INR 49.34 billion (₹4,933.9 crore) for the quarter ended December 31, 2009. Net revenues (net interest income plus other income) were INR 39.04 billion (₹3,904.5 crore) for the quarter ended December 31, 2010, an increase of 25.0% over INR 31.23 billion (₹3,123.0 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended December 31, 2010 was INR 10.87 billion (₹1,087.8 crore), up by 32.9% over the corresponding quarter ended December 31, 2010.

The Bank's total balance sheet size increased by 22.1% to INR 2498.20 billion (₹249,820.0 crore) as of December 31, 2010. Total deposits were INR 1922.02 billion (₹192,202.0 crore), up by 24.2% over December 31, 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.

For more information please log on to: www.hdfcbank.com

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