



## NEWS RELEASE

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

### **HDFC Bank's 'Blood Donation Drive' Across India On December 9**

- **Sets up over 679 Blood Donation Camps in 521 cities, making it one of India's biggest Single-Day Blood Donation Campaigns ever -**
- **Ties up with major hospitals & blood banks across the country -**

**Mumbai, Dec 6, 2011:** HDFC Bank is organizing a nationwide Blood Donation Campaign on Friday, December 9, 2011. People in 521 Indian cities will be able to donate blood at over 679 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 cities for technical assistance.

This is HDFC Bank's fifth 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 were collected. Since then, the quantum of collection had jumped six-fold to touch over 25,500 units last year.

"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 Mr. Bhavesh Zaveri, Country Head, Operations, HDFC Bank. "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 on Friday."

More details are available on [www.hdfcbank.com](http://www.hdfcbank.com). 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 21 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.



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

As of September 30, 2011, the Bank had a distribution network with 2,150 branches and 6,520 ATMs in 1,141 cities.

For the quarter ended September 30, 2011, the Bank's total income was INR 79.294 billion (₹7,929.4 crore) as against INR 57.707 billion (₹5,770.7 crore) for the quarter ended September 30, 2010. Net revenues (net interest income plus other income) were INR 41.562 billion (₹4,156.2 crore) for the quarter ended September 30, 2011, as against INR 34.87 billion (₹3,487.0 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2011, was INR 11.993 billion (₹1,199.3 crore), up by 31.5% over the corresponding quarter ended September 30, 2010.

The Bank's total balance sheet size increased by **26.3%** to INR 3,157.46 billion (₹315,746 crore) as of September 30, 2011. Total deposits were INR 2,306.76 billion (₹230,676 crore) as of September 30, 2011.

Total income for the half year ended September 30, 2011 were INR 150.274 billion (₹15,027.4 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](http://www.hdfcbank.com)

**For media queries please contact:**

Neeraj Jha  
Head, Corporate Communications  
HDFC Bank Ltd., Mumbai.  
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)  
Fax: 91 - 22 - 2490 3168  
Mobile: 093236 20828  
[neeraj.jha@hdfcbank.com](mailto:neeraj.jha@hdfcbank.com)