



NEWS RELEASE

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

HDFC Bank opens its 1st branch in Kargil

First new private sector bank to set up operations in frontier region

Kargil (Ladakh), November 8, 2012: HDFC Bank announced the launch of its branch in Kargil, its first in the district and also the first of a new generation private sector bank here. This full-service rural branch will offer the district's 1.25 lakh residents and the large contingent of defence personnel access to modern banking, products and services.

The branch, which is the 45th in the state, was inaugurated by Mr. Qamar Ali Akhoun, Minister for Food & Supplies/Transport, Government of J&K. Mr. Kacho Ahmad Ali Khan, Chief Executive Counselor, Kargil, who is the administrative head of the district was also present on the occasion.

"It's with great pride that I say that with this branch launch we would be able to make a difference to the lives of these wonderful people who are largely cut off from the rest of the world for major part of the year, when temperatures are known to fall to as low as 48 degrees below zero. This initiative is part of the bank's commitment to bring 10 million families (40 million individuals) into the banking fold," said Navin Puri, Country Head, Branch Banking, HDFC Bank speaking from Mumbai.

The Bank in the last year has opened branches in some of the most remote and difficult terrains of the country such as Leh and Katra in Jammu & Kashmir, Port Blair in the Andaman & Nicobar, Mangaliya Sadak in Madhya Pradesh, and Tawang in Arunachal Pradesh, among others.

"The launch of a full-service branch reiterates our commitment to this important state. This will not only make modern banking available to people here, but will also act as a catalyst in the area's development, as well as help create employment opportunities here. We now dedicate this branch to the nation," said Ravi Narayanan, Senior Executive Vice-President & Branch Banking Head, HDFC Bank.

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 25 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 17 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of September 30, 2012, the Bank had a distribution network with 2,620 branches and 10,316 ATMs in 1,454 cities.

For the quarter ended September 30, 2012, the Bank's total income was INR 98.698 billion (₹9,869.8 crore) as against INR 79.294 billion (₹7,929.4 crore) for the quarter ended September 30, 2011. Net revenues (net interest income plus other income) were INR 50.768 billion (₹5,076.8 crore) for the quarter ended September 30, 2012, as against INR 41.562 billion (₹4,156.2 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2012, was INR 15.60 billion (₹1,560.0 crore), up by 30.1% over the corresponding quarter ended September 30, 2011.

The Bank's total balance sheet size increased by 19.5% to INR 3,157.46 billion (₹315,746 crore) as of September 30, 2012. Total deposits were INR 2,741.30 billion (₹274,130 crore) as of September 30, 2012.

Total income for the year ended March 31, 2012, was INR 325.3004 billion (₹32,530.04 crore).

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

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

[Click here](#) to view: HDFC Bank is the first new private sector bank to open a branch in the Kargil district of Ladakh.

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