

## **HDFC Bank opens 18 rural branches to achieve 200<sup>th</sup> branch milestone in Haryana**

- **14 new branches set up in rural unbanked areas to support inclusive growth**

**Chandigarh, (Haryana) August 29, 2013:** HDFC Bank Ltd today announced the launch of 18 rural branches in Haryana, taking its total network to 200 branches in the state.

The 18 new branches, of which 14 are in unbanked locations, will bring formal banking solutions many more people in the state. With this, the Bank now has about 65% of its network dedicated to semi-urban and rural areas of Haryana.

The Bank has doubled its branch network in the state in the past two years, being the first to take formal banking experience to a number of villages. With increased branch density, the Bank now has a branch at an average distance of every 10 kms in the state.

The geographical spread of branches aligns with the Bank's emphasis on reach in underbanked and unbanked locations, as also its efforts towards financial inclusion. HDFC Bank has a board mandated objective to bring 10 million families (40 million Indians) into the banking fold.

The branches were inaugurated by Mr. P K Choudhery, IAS Chief Secretary, Government of Haryana, in the presence of Mr. Navin Puri, Country Head, Branch Banking, HDFC Bank and Ms Smita Bhagat, Branch Banking Head and other senior officials of the bank.

Speaking at the launch, Mr. Navin Puri said: "Our expanded 200-branch network enables us to bring our full range of banking solutions to a significantly larger number of people in deeper parts of the state. This brings us closer to the people of Haryana and allows us to be a part of their everyday life. At a national level, the Bank has 53% of its branches in semi-urban and rural areas and is continuously extending its reach in the hinterland in its endeavour to support inclusive growth."

Ms Smita Bhagat said: "The new 6-day-a-week branches will enable customers to undertake day-to-day transactions as also experience the full breadth and depth of our offering. Customer response to our products and services so far has been very encouraging. We are happy to be part of the local community and look forward to bringing a whole new world of convenience and flexibility to customers at these locations."

While inaugurating the branches, Mr. P K Choudhery said: "In the last seven years Haryana's economy has grown at an average annual rate of 9.3%. An efficient banking system that includes the rural economy is a necessity to achieve this level of holistic economic growth. HDFC Bank has been active in creating a connect with communities in semi urban and rural parts of the state, thus enabling people across the state to avail of products and services that are on par with that offered in metro cities."

HDFC Bank has the largest branch network among private sector banks in Haryana, and as of June 30, 2013, it has a national distribution network of 3,119 branches and 11,088 ATMs in 1,891 cities/towns across the country.

The Bank has made significant headway in its multichannel servicing strategy, providing customers, in addition to its expanded branch network the use of its complete range of products and services. The new rural branches will offer customers world-class banking services under one roof ranging from basic services such as Savings Account, Fixed Deposits, Current Account, Two-wheeler loan, Auto loan, Tractor Loan, Commercial Vehicle Loan, Kisan Gold Card, Agri and Commodities Loans to direct access banking channels such as, PhoneBanking, NetBanking and International Credit and Debit Cards.

As of March 31, 2013, the Bank brought over 6.4 million households who were hitherto excluded from basic banking services, into the banking fold.

Listed below are the locations of the new branches:

| Sr. No | Branch Name  | District    |
|--------|--------------|-------------|
| 1      | Jamalpur     | Bhiwani     |
| 2      | Ahrwan       | Fatehabad   |
| 3      | Shahpur      | Hissar      |
| 4      | Pogthala     | Sonepat     |
| 5      | Sewali       | Sonepat     |
| 6      | Noona Majra  | Jhajjar     |
| 7      | Nangal Kheri | Panipat     |
| 8      | Barana       | Panipat     |
| 9      | Kailash      | Karnal      |
| 10     | Munak        | Karnal      |
| 11     | Sudhail      | Yamunanagar |
| 12     | Junsui       | Ambala      |
| 13     | Kosli        | Rewari      |
| 14     | Sikhopur     | Gurgaon     |
| 15     | Fazalwas     | Gurgaon     |
| 16     | Bhopani      | Faridabad   |
| 17     | Agondh       | Kaithal     |
| 18     | Ugra Kheri   | Panipat     |

### **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 28.5 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 19 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of June 30, 2013, the Bank had a distribution network with 3,119 branches and 11,088 ATMs in 1,891 cities/towns.

For the quarter ended June 30, 2013, the Bank's total income was INR 115.88 billion (₹11,588.6 crore) as against INR 98.25 billion (₹9,825.2 crore) for the quarter ended June 30, 2012. Net revenues (net interest income plus other income) were INR 63.44 billion (₹6,344.3 crore) for the quarter ended June 30, 2013, as against INR 53.01 billion (₹5,301.8 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2013, was INR 18.439 billion (₹1,843.9 crore), up by 30.1% over the corresponding quarter ended June 30, 2012.

Total income for the year ended March 31, 2013, was INR 419.175 billion (₹41,917.5 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](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: 09323620828  
[neeraj.jha@hdfcbank.com](mailto:neeraj.jha@hdfcbank.com)