



NEWS RELEASE

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

HDFC Bank to hold national 'Blood Donation Drive' on December 7

- **To set up 974 Blood Donation Camps in 572 cities**

- **Blood donation camps to be set up in leading colleges across India**

Mumbai, Dec 4, 2012: HDFC Bank will hold a nationwide Blood Donation Campaign on Friday December 7, 2012. The blood drive, which is one of India's largest single-day donation campaigns, will cover 572 cities across India. People in these locations can donate blood between 9 am and 5 pm, in any one of the 974 designated centres set up by the bank. The Bank has tied up with major hospitals and blood banks across these cities for technical assistance.

For the first time blood donation camps will be set up in colleges among other centres as the bank looks to the country's young people to help make safe blood available to those in need. According to estimates from the World Health Organization (WHO) India needs approximately 12 million units of blood every year. A shortage of this valuable resource has a major impact on victims of road traffic accidents and trauma victims, women with complicated pregnancies, children suffering from thalassemia, and people undergoing major surgeries.

This is the sixth consecutive year that HDFC Bank has conducted this campaign. The Bank started this initiative in 2007 when over 4000 volunteers came forward for this cause. Since then the camp has grown in size and stature. In 2011, collection had jumped ten-fold to touch over 40,000 units from 4000 units in the first year.

"It is heartening to know that with each passing year more and more people are eager to be a part of this life-saving campaign. This year the campaign is moving into colleges to create awareness and encourage our country's youth to participate in this important drive. Together we can bridge the gap in demand and supply of safe blood. Please join us in this noble mission to maintain safe and stable blood supply by making an appointment to donate blood on Friday," said Mr. Bhavesh Zaveri, Country Head, Operations & Cash Management Product, HDFC Bank.

Further details will be made available on www.hdfcbank.com.

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



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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 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 3,773.75 billion (₹3,773,750 crore) as of September 30, 2012. Total deposits were INR 2,741.30 billion (₹2,741,300 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

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