

HDFC Bank to hold national 'Blood Donation Drive' on December 6, 2013

- **To organize India's largest single-day Blood Drive with over 1400 donation camps set up in 725 cities across the country**

Mumbai, November 26, 2013: HDFC Bank Ltd., will hold a nationwide Blood Donation Drive on Friday December 6, 2013. This annual initiative held by HDFC Bank is now in its seventh year and is the largest single-day donation campaign held in India.

This year the bank will set up blood donation camps at over 1400 centres in 725 cities across India. Out of these centres, 496 will be set up in college campuses.

People who wish to donate blood can find the centre nearest to them by checking the bank website at the following link. <http://www.hdfcbank.com/blooddonation>

The Bank has tied up with local hospitals and blood banks across these cities for technical assistance. Last year was the first time that the bank set up camps in colleges and 20,500 students from 226 colleges came forward to donate blood. HDFC Bank has doubled the number of colleges that will participate this year.

According to the World Health Organisation (WHO), a country needs a minimum stock of blood equal to 1% of its population. This means India needs 12 million units of blood. A shortage of this life-saving resource has a major impact on victims of road accidents and trauma, women with complicated pregnancies, patients suffering from cancer and various blood disorders such as thalassemia, and people undergoing major surgeries.

"There is no artificial substitute for blood, and every volunteer in our annual blood drive is taking a step that could help save a life. As a socially responsible corporate citizen we wish to do our part to narrow the gap in demand and supply of blood and make a difference in people's lives. Come be a part of this noble mission by making an appointment to donate blood on Friday, December 6, 2013," said Mr. Bhavesh Zaveri, Country Head - Operations, HDFC Bank.

HDFC Bank started this initiative in 2007 when over 4000 people volunteered for this cause. Since then the camp has grown in size and stature. In 2012, the bank collected 61,611 units of blood from 75,000 participants.

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.

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 (₹377,375 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

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