

## **HDFC Bank launches e-payment facility for IIM Lucknow**

- **Online gateway instant and secure payment of fees for students**

**Lucknow (Uttar Pradesh), February 18, 2014:** HDFC Bank today launched an online payment gateway for IIM Lucknow. This facility will enable students to pay their fees online in a quick and convenient manner, using any Mastercard / Visa debit card or credit card.

All students enrolled in the post-graduate programme (PGP) from the Lucknow and Noida campuses of IIM Lucknow, will be able to use the e-payment gateway immediately in the first phase of the initiative. From the upcoming academic year the facility will be available to all students of the institution, including the executive programmes.

This initiative will ensure that students have an instant, hassle-free way to pay their fees online. Currently, close to 1000 students each year make quarterly payments to IIM Lucknow, by creating a demand draft or registering a beneficiary for transfer of funds through NEFT.

The online payment gateway will also allow students joining the institution from all over the country to securely pay their fees in a timely manner from the comfort of their homes or offices.

The e-payment gateway was launched by Dr Devi Singh, Director, IIM Lucknow in the presence of Mr Arun Mediratta, Zonal Head HDFC Bank, Mr Akhilesh Roy, Cluster Head, HDFC Bank as well as other senior officials from both the bank and the institute.

Speaking at the launch of the gateway, Dr Devi Singh said, "IIM Lucknow has taken a big leap forward in the evolution of payment of fees for its courses. This online payment gateway will help fast-track fee payment, making this process less time consuming for our students".

Speaking on the occasion, Mr. Arun Mediratta said, "We feel honoured to be chosen as the partner to implement this initiative. With this facility we are able to reach out to even more people in Lucknow and make a difference in their lives. We are offering these students increased convenience and flexibility to pay their fees through this safe and secure platform powered by HDFC Bank. "



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## NEWS RELEASE

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### **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 December 31, 2013, the Bank had a distribution network with 3,336 branches and 11,473 ATMs in 2,104 cities/towns.

For the quarter ended December 31, 2013, the Bank's total income was INR 127.39 billion (₹12,739.0 crore) as against INR 108.18 billion (₹10,818.1 crore) for the quarter ended December 31, 2012. Net revenues (net interest income plus other income) were INR 67.83 billion (₹6,783.1 crore) for the quarter ended December 31, 2013, as against INR 59.09 billion (₹5,909.4 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended December 31, 2013, was INR 23.25 billion (₹2,235.7 crore), up by 25.1% over the corresponding quarter ended December 31, 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)

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