

HDFC Bank launches rural Financial Literacy Initiative in Uttar Pradesh

- **To conduct literacy camps at 44 branches serving 100 villages**
- **To reach out to adults and children across the state under the aegis of the RBI**

Kanpur, (Uttar Pradesh), February 18, 2014: HDFC Bank Ltd today launched its rural Financial Literacy Initiative in the village of Mardanpur in Uttar Pradesh, under the aegis of the Reserve Bank of India (RBI). This initiative complements HDFC Bank's efforts to support inclusive growth and take formal banking services to the remote corners of India.

HDFC Bank will conduct financial literacy camps in 44 rural branches across Uttar Pradesh. These branches will serve just over 100 villages in Uttar Pradesh. The camps will enable both adults and school children to attain a conceptual understanding of financial products and services.

This initiative is in line with the RBI's recent circular which recommended that banks should scale up financial literacy efforts in rural areas through their branch networks. The programme was inaugurated by chief guests Mr. Ram Pal Yadav, Member, Zila Panchayat, Kanpur, Mr. C .L. Nag, General Manager, RBI and Mr. Anup Kumar, Deputy General Manager, RBI in the presence of senior officials from HDFC Bank.

HDFC Bank will use the Financial Literacy Guide, provided by the RBI as the standard curriculum while conducting these camps. This material is currently available in Hindi and English. This will greatly increase the impact and efficacy of these camps in Uttar Pradesh as it will allow the participants to learn the material in the language they are most comfortable with.

The Financial Literacy Guide is a comprehensive document that contains a note for trainers, guidelines for banks on how to conduct the camps, and financial literacy material. It also contains as well as a Financial Diary to track expenditure and a set of 16 posters. The purpose of this guide is to create financial awareness and educate the common man on a number of topics such as management of money, importance of savings, advantages of saving with banks, other facilities provided by banks and benefits of borrowing from banks.



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

Speaking at the launch, Mr, Arun Mediratta, Zonal Head, HDFC Bank, said, "We are honoured to reach out to the people of Uttar Pradesh under the guidance of the RBI. Through this financial literacy initiative we are helping people in rural areas to make informed and effective decisions regarding the use and management of their money. This is in addition to bringing more people into the banking fold by going deeper into rural geographies and extending our reach in the hinterland in order to support inclusive growth."

HDFC Bank now has 53% of all branches in its network located in semi-urban and rural areas. It has 263 branches in Uttar Pradesh of which 143 are located in rural or semi-urban areas. As of December 31, 2013, the Bank had a distribution network with 3,336 branches and 11,473 ATMs in 2,104 cities/towns.



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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.

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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

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