

HDFC Bank holds 50th Coin *Mela* in Chennai

Chennai, (Tamil Nadu) March 28, 2014: HDFC Bank organised its 50th Coin Mela in Chennai at Parrys branch in the city.

The 50th coin mela was planned by the HDFC Bank's Currency Chest, Chennai. The purpose of the *mela* was to distribute coins to the general public as well as provide fresh currency notes in exchange for soiled and mutilated ones. This initiative is in line with RBI's Clean Note Policy.

The bank has exchanged currency worth a total of Rs 6.5 crore during these 50 *melas*, the first of which took place in April 2013. Currency notes worth Rs 75.77 lakh have been exchanged and coins worth Rs 2.58 crore have been distributed during the past year

People from all walks of life, including HNI customers, traders, retailers, retired persons and households took advantage of the coin *mela* to obtain small change, which is an important requirement particularly for merchant establishments.

The coins were distributed in the presence of Mr. K.Neethi Ragavan, GM, Issues Department, RBI. Senior officials from the bank including Mr. George Mathai, Zonal Head, Chennai, Mr K Chandrasekhar, Regional Head, WBO, South, Mr C V Subramaniam, State Head - WBO, and Mr Suresh Krishan, Cluster Head were also present at the event.

Speaking on the occasion Mr R Soundarajan, Head, Currency Chest Chennai, HDFC Bank, said, "With the support of the RBI, we held the 50th Coin Mela in Chennai. We are happy that we are able to reach out to the people of the city and offer them a convenient and hassle-free way to obtain coins and exchange their soiled currency."



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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

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