

HDFC Bank launches ForexPlus card for Haj & Umrah pilgrims

- **Prepaid forex card provides a convenient, secure alternative to cash**

Mumbai, August 17, 2014: HDFC Bank Ltd today launched an exclusive ForexPlus card for people making the Haj and Umrah pilgrimages. Pilgrims can use this card to make all payments during the pilgrimage in a convenient and secure manner, and avoid carrying Saudi Riyals in cash, which might get misplaced. The ForexPlus card can be used to withdraw money from ATMs as well. HDFC Bank is also offering exclusive deals and offers for pilgrims making payments using this card at select merchant outlets in partnership with Visa.

The prepaid forex card will be offered at branches across the country from August 18 onwards. Both HDFC Bank customers and the general public can avail of this product.

Pilgrims can walk into a HDFC Bank branch with the required travel documents and submit an application form. The Forex card will be immediately handed to the customer over the counter, and will be activated within 4 hours after submission of all the documents. The card comes with a back-up card which can be activated in case of loss or damage to the primary card. The card can be reloaded from any branch of the bank through an authorized representative of the Haji in case the amount loaded in the card is exhausted.

Through this initiative the bank is reaching out to close to 1.7 lakh pilgrims across India who are expected to make the annual pilgrimage in September and October. The pilgrims will be able to meet all their Saudi Riyal needs in a swift and convenient manner.

Speaking on the launch, Mr. Navin Puri, Country Head, Branch Banking, HDFC Bank, said, "HDFC Bank is consistently looking at ways in which we can make a difference in people's lives. With the launch of the prepaid forex card, we are offering pilgrims to Hajj and Umrah a customised product to suit their ever-evolving requirements. They can make payments in a safe and easy manner, and also avail of the exclusive deals offered on the card."



We understand your world

NEWS RELEASE

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

Mr. Parag Rao, Senior Executive Vice President, Business Head – Cards Payment Products & Merchant Acquiring Services, HDFC Bank, said, "We believe in providing a differentiated value proposition to customers. In sync with our customer centric approach, the bank is launching a card which is specifically designed for Haj and Umrah Pilgrimage. HDFC Bank's Visa Forex card is a perfect financial solution for Haj and Umrah pilgrims. It not only provides convenience and secured access to their money but also has special offers in some of the reputed merchant outlets. There are offers from reputed brands like Tiffany and Coach and on outlets which are known for special delicacies."

HDFC Bank is constantly striving to introduce user-friendly services, through a wide range of platforms for better customer accessibility and engagement. It offers a full bouquet of retail forex services to its customers, including inward and outward remittance across the globe, foreign currency demand drafts, foreign cash currency, and travelers' cheques in addition to the multi-currency prepaid card.



We understand your world

NEWS RELEASE

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

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 June 30, 2014, the Bank had a distribution network with 3,488 branches and 11,426 ATMs in 2,231 cities/towns.

For the quarter ended June 30, 2014, the Bank's total income was INR 130.70 billion (₹13,070.7 crore). Net revenues (net interest income plus other income) were at INR 70.22 billion (₹7,022.2 crore) for the quarter ended June 30, 2014. Net Profit for the quarter ended June 30, 2014, was INR 22.33 billion (₹2,233.0 crore), up by 21.1% over the corresponding quarter ended June 30, 2013.

Total income for the year ended March 31, 2014, was INR 490.55 billion (₹49,055.2 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

For media queries please contact:

Neeraj Jha
Head, Corporate Communication
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)
Fax: 91 - 22 - 2490 3168
Mobile: 09323620828
neeraj.jha@hdfcbank.com