

HDFC Bank to support to 10,000 rural school children in Assam through Career EduConnect initiative

To partner FUEL to provide career guidance to students in 49 schools

Guwahati (Assam), February 03, 2015: HDFC Bank as part of its corporate social responsibility initiatives will reach out to 10,000 rural school children in Assam to provide them with comprehensive career counseling through an initiative known as Career EduConnect. The bank has partnered with FUEL (Friends Union for Energizing Lives), an NGO, to create customized information on educational and career opportunities for students between standards 8 and 12 in 49 schools in the rural districts of Golaghat, Jorhat and Kamrup in Assam.

Research shows that 20% of college seats in India remain vacant because of a lack of suitable student applicants, and just 25% of Indian college graduates readily employable on graduation. HDFC Bank aims to bridge this gap, connecting high school students to the higher education and job markets in association with FUEL.

The programme was launched today in Guwahati by Mr Atul Barve, Branch Banking Head, HDFC Bank in the presence of Mr. Ketan Deshpande, Founder Chairman, FUEL, Mr. Santosh Huralikoppi, Chief Mentor and Board Member, FUEL, Mr Sourjendu in the presence of senior bank officials, and local dignitaries.

Speaking at the launch, Mr. Atul Barve, Branch Banking Head, HDFC Bank said, "Lack of information and guidance on higher education and career opportunities is a major barrier for rural Indian students. We want to be active partners in a new India, connecting these bright students with the right opportunity at the right time. We believe that this partnership with FUEL will help rural youth build a better future for themselves and contribute to the development of the nation. As a socially responsible corporate citizen, in addition to providing world-class banking services, we would like to make a difference to the overall well-being of the local populace."

FUEL will provide career and education guidance to students, adopting a systematic approach towards helping them decide their course of education. Through this initiative



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the children will also attend career seminars and sessions on goal setting, career awareness, and workshops in Leadership & Entrepreneurship.

Some of the other benefits of the initiative include:

- A 60 page booklet to be given to each student which contains various career options in various sectors
- Printed Career Chart Kit
- SMS Alerts to students on various exam dates
- Scholarship alerts on various opportunities for two years
- Personalized Helpline
- Helpline counselors
- Telephonic Mentoring



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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 28.9 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 September 30, 2014, the Bank had a distribution network with 3,600 branches and 11,515 ATMs in 2022 cities/towns.

For the quarter ended September 30, 2014, the Bank's total income was INR 138.94 billion (₹13,894.7 crore) as against INR 101.46 billion (₹11,937.7 crore) for the quarter ended September 30, 2013. Net revenues (net interest income plus other income) were INR 75.58 billion (₹7,558.1 crore) for the quarter ended September 30, 2014, as against INR 63.20 billion (₹6,320.9 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2014, was INR 23.81 billion (₹2,381.5 crore), up by 27.1% over the corresponding quarter ended September 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

Rajiv Banerjee

Deputy Vice President, Corporate Communications

HDFC Bank Ltd., Mumbai.

Tel: 91 - 22 - 6652 1307 (D) / 6652 1000 (B)

Fax: 91 - 22 - 2490 3168

Mobile: 09920454102

rajivshiv.banerjee@hdfcbank.com



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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).

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