

HDFC Bank conducts national 'Blood Donation Drive'

- ***Over 2,000 Blood Donation Centers set up in 930 cities and towns***
- ***In a first more than 200 corporates participated***

Mumbai, December 11, 2015: HDFC Bank organized a nationwide Blood Donation Campaign on Friday. Large number of volunteers lined up to donate blood at over 2,000 designated centers in 930 locations across the country. The Bank had tied up with major hospitals and blood banks to provide technical assistance.

People from all walks of life, including bank employees, customers, corporate executives, and college students came forward to donate blood. Many of HDFC Bank's top management were among the first donors of the day.

This year, HDFC Bank reached out to corporates, by setting up blood donation camps at their premises. More than 200 companies participated in the initiative including some of the biggest names of India Inc. Following the tremendous response from the youth of the nation over the last three years, the bank increased the number of participating colleges this year to 750. Participation from college students in HDFC Bank blood donation has increased from 20,507 in 2012 to 41,304 in 2013 and then to 67,871 in 2014.

"As a socially responsible corporate citizen, we wish to do our part to narrow the gap in demand and supply of blood. It is a life-saving resource which has no substitute," said Mr. Bhavesh Zaveri, Country Head, Operations, HDFC Bank. "We thank everyone who has come forward this year and helped us in our mission to maintain safe and stable blood supply."

In its ninth year, the campaign is part of the Bank's overarching social agenda of making a difference to peoples' lives. HDFC Bank started this initiative in 2007 when over 4000 people volunteered for this cause. Since then the camp has grown in size and stature. In 2014, the bank collected 1,28,642 units of blood from 1,55,599 participants at 1987 collection centers at 913 locations.



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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 32.6 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 20 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of September 30, 2015, the Bank had a distribution network with 4,227 branches and 11,686 ATMs in 2,501 cities/towns.

For the quarter ended September 30, 2015, the Bank's total income was INR 173.24 billion (`17324.3 crore) as against INR 138.94 billion (`13,894.7 crore) for the quarter ended September 30, 2014. Net revenues (net interest income plus other income) were INR 92.32 billion (`9,232.7 crore) for the quarter ended September 30, 2015, as against INR 75.58 billion (`7,558.1 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2015, was INR 28.69 billion (`2,869.5 crore), up by 20.5% over the corresponding quarter ended September 30, 2014.

Total income for the year ended March 31, 2015, was INR 574.66 billion (`57,466.3 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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