

**HDFC Bank to hold national 'Blood Donation Drive on December 11**

- ***India's largest Blood Drive with over 2,000 donation camps set up in more than 930 cities across the country***
- ***In a first more than 200 corporates to participate***

**Mumbai, December 4, 2015:** [HDFC Bank Ltd.](#), will hold a nationwide Blood Donation Drive on Friday December 11, 2015. This annual initiative held by HDFC Bank is now in its ninth year. This year HDFC Bank is setting up blood donation camps in many more towns and cities in order to encourage greater number of people to come forward to be a part of this life-saving initiative. The bank will set up blood donation camps at over 2,000 centers in more than 930 cities and towns across India.

Starting this year, HDFC Bank is reaching out to corporates, by setting up blood donation camps at their premises. More than 200 companies are participating in the initiative including some of the biggest names of India Inc.

HDFC bank has been holding blood donation camps at college campuses for the last three years. Encouraged by the positive response received at the colleges from the youth, this year HDFC Bank will hold blood donation camps at more than 750 campuses. 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.

People who wish to donate blood can find the center nearest to them by checking the website at the following link.  
<http://www.hdfcbank.com/blooddonation>

The bank has tied up with local hospitals and blood banks across these 2000+ locations for technical assistance.

According to the Indian Red Cross Society, a country needs a minimum stock of blood equal to 1 per cent of its population. This means India needs 12 million units of blood, of which the country is able to collect only 9 million units.

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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*We have been receiving encouraging response year after year. This year, we are not only adding more college campuses, but also corporates to ensure blood is available for transfusion when required. As a socially responsible corporate citizen, we wish to do our part to narrow the gap in demand and supply of blood. We believe lives should not be lost due to non-availability of blood when required. Come be a part of this noble mission by making an appointment to donate blood on Friday, December 11, 2015.*

*Mr. Bhavesh Zaveri, Country Head - Operations, HDFC Bank.*



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## NEWS RELEASE

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### Information about the blood donation process:

- Every blood donor is given a mini-physical, checking the donor's temperature, blood pressure, pulse and hemoglobin to ensure it is safe for the donor to give blood.
- The actual blood donation typically takes less than 10-12 minutes. The entire process, from the time you arrive to the time you leave, takes about an hour and 15 min.
- Previous blood donation by a participant should be more than 3 months prior.

### For media queries please contact:

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A quick snapshot of the last year Blood Donation campaign



Watch the videos from last year:

