

HDFC Bank opens 125th branch in Odisha at Hirapur

Bhubneshwar, (Odisha) November 6, 2015: HDFC Bank Ltd today reached an important milestone of 125 branches in Odisha. The 125th branch is rural unbanked branch located at Hirapur in the Bolangir district of Odisha.

The branch was inaugurated by Dr. M. Muthu Kumar, IAS, District Magistrate, Bolangir in the presence of Mr. Debashish Senapati, Zonal Head, HDFC Bank, Mr. Nitesh Sinha, Cluster Head, HDFC Bank and other senior officials of the bank.

The new branch is located at Rajiv Gandhi Seva Kendra, Hirapur Gram Panchayat, Loisinga, Bolangir - 767020. With this, the Bank now has 64% of its branch network dedicated to semi urban and rural areas of Odisha.

HDFC Bank has rapidly expanded its branch network in Odisha in the past five years, on its journey to the 125th branch milestone. This journey began with its very first branch in the state, which was set up at Bhubneshwar in 2001.

Since then, it has also leveraged technology to provide banking services through multiple digital channels such as netbanking and mobile banking. HDFC Bank is today reaching out to an increasing number of people across the state through its branch network complemented by initiatives under its 'Go Digital' campaign.

The 'Go Digital' campaign began on the banks of the Varanasi last year, with the launch of its '*Bank Aap Ki Muththi Mein*' offering, which literally converts the mobile phone into a bank branch. Since then the bank has launched a host of innovative digital initiatives including Chillr, Watchbanking and PayZapp.

Speaking about the new branch, Mr. Madhusudan Hegde, Branch Banking Head, HDFC Bank said: "Our extensive 125-branch network in Odisha reiterates our commitment to take formal banking services to every part of the state. Our objective is to empower more people in Odisha by offering them our full range of banking services including digital initiatives, even in rural areas, thus making a difference in their lives."

Speaking at the launch, Mr. Debashish Senapati, Zonal Head, HDFC Bank said, "The journey to reach the 125th branch milestone in Odisha has been extremely fulfilling, right since the launch of our first branch in the state in 2001. We are expanding into deeper



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geographies with increased intensity, and with 75+ transactions now available on the mobile, we look forward to bringing a whole new world of convenience and flexibility to customers across the state.”

At a national level, HDFC Bank has 55% of its branches in semi-urban and rural areas and is continuously extending its reach in the hinterland in its endeavour to support inclusive growth.

As of September 30, 2015, the Bank had a distribution network with 4,227 branches and 11,686 ATMs in 2501 cities.

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



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

As of March 31, 2015, the Bank had a distribution network with 4,014 branches and 11,766 ATMs in 2,464 cities/towns.

For the quarter ended March 31, 2015, the Bank's total income was INR 155.70 billion (`15,570.1 crore) as against INR 127.90 billion (`12,790 crore) for the quarter ended March 31, 2014. Net revenues (net interest income plus other income) were INR 5.76 billion (`8,576.9 crore) for the quarter ended March 31, 2015, as against INR 69.54 billion (`6,954.1 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended March 31, 2015, was INR 28.06 billion (`2,806.9 crore), up by 20.6% over the corresponding quarter ended March 31, 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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