

## **HDFC Bank opens 50th branch in Jharkhand at Dhanbad**

**Ranchi (Jharkhand), October 30, 2015:** With the opening of a new branch in Dhanbad district of Jharkhand, HDFC Bank Ltd today reached an important milestone of 50 branches in the state. The new branch is a metro branch located at Hirapur in the Dhanbad district of Jharkhand.

The branch was inaugurated by Mr. Kripa Nand Jha, Deputy Commissioner, Dhanbad in the presence of Mr. Subhankar Biswas, Circle Head, HDFC Bank, Mr. Harish Joshi, Cluster Head, HDFC Bank and other senior officials of the bank.

The new branch is located at Vaikuntham, 1st Floor, Opposite Police Line, Hirapur, Dhanbad - 826001. It will remain open six days a week, offering residents the flexibility to carry out their banking transactions at the time most convenient for them. With this, the Bank now has 50% of its branch network dedicated to urban areas of Jharkhand.

HDFC Bank has rapidly expanded its branch network in Jharkhand in the past five years. This journey began with its first branch in the state, which was set up at Jamshedpur in August 2000.

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

The 'Go Digital' campaign began on the banks of the river Ganga in Varanasi last year, with the launch of its 'Bank Aap Ki Muththi Mein' to offer banking services in the mobile phone. Further, the bank has also launched innovative digital initiatives including Chillr, Watchbanking and PayZapp.

Speaking about the new branch, Mr. Atul Barve, Branch Banking Head, East, HDFC Bank said, "Our extensive 50-branch network in Jharkhand reiterates our commitment to take formal banking services to every corner of the state. Our objective is to empower more people in Jharkhand by offering them our full range of banking services including digital initiatives, even in rural areas, thus making a difference in their lives."



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

Speaking at the launch, Mr. Subhankar Biswas, Circle Head, HDFC Bank said, "The journey to reach the 50th branch milestone in Jharkhand has been extremely fulfilling, right since the launch of our first branch in the state in the year 2000. We are expanding deeper into geographies with increased intensity, and with 75+ different types of 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.



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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 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.

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 (` 9232.7 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](http://www.hdfcbank.com)

### **For media queries please contact:**

Pushkar Gupta  
Deputy Vice President, Corporate Communications  
HDFC Bank Ltd., Mumbai.  
Tel: 91 - 22 - 6652 1450 (D) / 6652 1000 (B)  
Fax: 91 - 22 - 2490 3168  
Mobile: 09323080909  
[pushkar.gupta@hdfcbank.com](mailto:pushkar.gupta@hdfcbank.com)

Neeraj Jha  
Head, Corporate Communications  
HDFC Bank Ltd., Mumbai.  
Tel: 91 - 22 - 6652 1308 (D) / 6652 2000 (B)  
Fax: 91 - 22 - 2490 3168  
Mobile: 09323620828  
[neeraj.jha@hdfcbank.com](mailto:neeraj.jha@hdfcbank.com)