

HDFC Bank organizes health check-up camps and enables women at Bottom of Pyramid to market products at its Branches to mark International Women's Day

- **Two initiatives rolled out at over 400 locations spread over 20 states**

Mumbai, March 8, 2016: To celebrate international women's day, [HDFC Bank](#) has rolled out two initiatives for the benefit of women at the bottom of the pyramid. The company organized health check-up camps and enabled women at Bottom of Pyramid to market products at over 400 locations spread over 20 states

The women are participants in HDFC Bank's [Sustainable Livelihood Initiative \(SLI\)](#), a programme to achieve the board mandated objective of empowering one crore families (5 crore Indians) in unbanked and underbanked locations and bring them into the banking fold.



Women participants in SLI programme market their products outside HDFC Bank's Mapusa Branch in Goa on the occasion of International Women's Day

Health camps were held at villages in the states of Assam, Bihar, Chhatisgarh, Delhi, Goa, Gujarat, Haryana, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Meghalaya, Odisha, Punjab, Rajasthan,

Tamil Nadu, Tripura, Uttar Pradesh, Uttarakhand and West Bengal. Women sold pots, handloom, handicrafts and jewels at many of the bank's branches in a majority of these states.

The Bank's SLI footprint has so far spread to thousands of villages across 25 states of the country. SLI is a holistic approach to people empowerment. It begins with **occupational training**, and includes **financial literacy, credit counseling, livelihood finance and market linkages**. This initiative is targeted exclusively at women through Self Help Groups (SHGs) and Joint Liability Groups (JLGs) as the Bank firmly believes that upliftment of a family starts with financial empowerment of women. SLI has not only enabled women to attain economic freedom but also helped raise their social status.



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"International Women's Day is of course a day to celebrate the contribution women make to our daily lives. At HDFC Bank, we believe that the best way to celebrate women is by empowering them. This is embedded in our DNA and it is something that we do through the year. Our commitment is best captured by the fact that we have not outsourced our operations but have over 6,000 dedicated employees who are steadfast in their commitment to this cause."

Mr. Manohara Raj, Executive Vice President, HDFC Bank

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