

HDFC Bank conducts the 10th edition of its nationwide 'Blood Donation Drive' on December 09

- ***Largest blood donation drive in India with 1,400+ camps in 750+ cities***
- ***400+ colleges, 150+ corporates, 20+ defence establishments participated***

Mumbai (Maharashtra), December 09, 2016: HDFC Bank Ltd., organized the 10th edition of its national Blood Donation Drive on December 9, 2016. Over 1,400 Blood donation camps were setup in more than 750 cities across India to enable greater participation. The camps were setup at HDFC Bank branches, in over 400 college campuses, more than 150 corporate houses, and 20 defence establishments pan-India.



A large number of volunteers lined up to donate blood 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. Among the first donors were HDFC Bank's senior management.

HDFC Bank commenced its annual Blood Donation drive in 2007 to reduce the deficit of safe blood available for transfusion. According to the latest (2012) World Health Organisation (WHO) report, there is a need for 12 million units of blood as compared to the 9 million units collected annually in India. As of now, India faces a blood shortage of 3 million units. Over the years, through this initiative, HDFC Bank has collected about 520,000+ units of blood. According to experts, 1 unit of blood can save up to 3 lives.



“HDFC Bank’s Blood Donation drive is not an initiative but a movement. We are committed to harness the potential of the masses to bridge the deficit of blood available for transfusion, to save as many lives as possible. I’d like to thank everyone who came forward to be a part of this mission,” **said Mr. Bhavesh Zaveri, Country Head – Operations, HDFC Bank.**

Here’s some 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 minutes
- Previous blood donation by a participant should be more than 3 months prior

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 37 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, 2016, the Bank had a distribution network with 4,548 branches and 12,016 ATMs in 2,587 cities/towns. For the quarter ended September 30, 2016, the Bank’s total income was INR 199.70 billion (Rs 19,970.9 crore) as against INR 173.24 billion (Rs 17,324.3 crore) for the quarter ended September 30, 2015. Net revenues (net interest income plus other income) were INR 108.94 billion (Rs 10,894.5 crore) for the quarter ended September 30, 2016, as against INR 92.32 billion (Rs 9,232.7 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2016, was INR 34.55 billion (Rs 3,455.3 crore), up by 20.4% over the corresponding quarter ended September 30, 2015.

Total income for the year ended March 31, 2016, was INR 709.73 billion (Rs 70,973.2 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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