

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

- ***Largest blood donation drive in India with 1,400+ camps in 725+ cities***
- ***450+ colleges, 200+ corporates to participate***

Mumbai (Maharashtra), December 07, 2016: HDFC Bank Ltd., to hold the 10th edition of its national Blood Donation Drive on December 9, 2016. Over 1,400 Blood donation camps will be setup in more than 725 cities across India to enable greater participation. The camps will be setup at HDFC Bank branches, college campuses, corporate houses, and defence establishments pan-India.



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 urge you to consider donating blood. Come, 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



We understand your world

NEWS RELEASE

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

- 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 70973.2 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

For media queries please contact:

Ravindran Subramanian

Deputy Vice President, Corporate Communications,
HDFC Bank Ltd., Mumbai.

Tel: 91-22-66521450(D)/66521000 (B)

Mobile: 09223306610

Ravindran.subramanian@hdfcbank.com

Neeraj Jha

Head, Corporate Communication
HDFC Bank Ltd., Mumbai.

Tel: 91-22-6652 1308

Mobile: 09323620828

neeraj.jha@hdfcbank.com