

HDFC Bank partners with Durga Malleshwara Swamy Varla Devasthanam to offer online donation facility

- **Offers its Payment Gateway solution to the temple**
- ***First-of-its-kind initiative to enable quick and easy donations***

Vijayawada (Andhra Pradesh), February 17, 2017: [HDFC Bank Ltd.](#) has partnered with Sri Durga Malleshwara Swamy Varla Devasthanam to offer online donation facility to its devotees.

Starting today, devotees of the shrine can donate online in a quick, convenient, and timely manner, using any debit card, credit card, or net banking facility anywhere, anytime.

As a part of the tie up with Sri Durga Malleshwara Swamy Varla Devasthanam, HDFC Bank will provide its Electronic Cash

Management Platform for donation through RTGS, NEFT & Electronic Fund Transfer.

The service was officially launched in the presence of Shri JSV Prasad IAS, Principal Secretary, Endowment, Government of AP; Ms. A Surya Kumari, IAS Executive Officer, Sri Durga Malleshwara Swamy Varla Devasthanam; and Mr. C Pavan Kumar, Cluster Head - Vijayawada, HDFC Bank and other senior officials of the bank. Sri Durga Malleshwara Swamy Varla Devasthanam is the 2nd largest temple in the state and is located on Indrakeeladri Hill on the banks of river Krishna in Vijayawada.

*“India is a spiritually enlightened country and HDFC Bank has always used technology that touches lives of our customers in all the spheres. e feel privileged to be chosen as a partner for enabling online donation facility for Sri Durga Malleshwara Swamy Varla Devasthanam. This partnership will enable lakhs of devotees of the deity spread across the world, to conveniently send their offerings using HDFC Bank’s secured net banking services,” said **Mr. C Pavan Kumar, Cluster Head – Vijayawada, HDFC Bank.***





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

As of December 31, 2016, the Bank had a distribution network with 4,555 branches and 12,087 ATMs in 2,597 cities/towns.

For the quarter ended December 31, 2016, the Bank's total income was INR 207.48 billion (Rs 20,748.3 crore) as against INR 182.83 billion (Rs 18,283.3 crore) for the quarter ended December 31, 2015. Net revenues (net interest income plus other income) were INR 114.51 billion (Rs 11,451.8 crore) for the quarter ended December 31, 2016, as against INR 99.40 billion (Rs 9,940.7 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended December 31, 2016, was INR 38.65 billion (Rs 3,865.3 crore), up by 15.1% over the corresponding quarter ended December 31, 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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