

HDFC Bank to organize Digital Literacy Camps in 100 colleges in Odisha

- ***Bank to educate 15,000 college students in Odisha on Digital Literacy***

Bhubaneshwar (Odisha), January 02, 2017: HDFC Bank Ltd., to organize Digital Literacy Camps in 100 colleges in Odisha. As part of the initiative, HDFC bank to educate more than 15,000 college students in Odisha on the benefits of going cashless by conducting transactions through digital mode.



As part of this awareness initiative, HDFC Bank officials will demonstrate through a presentation the various transactions that can be easily, quickly, and safely conducted through NetBanking, Mobile Banking, USSD, PoS, and apps such as HDFC Bank's Mobile app, UPI, and PayZapp. The



awareness programme will also cover the best practices, tips, and tricks, to be followed while conducting transactions through the digital channels.

In the state of Odisha, HDFC Bank has Payment Gateway partnerships with over 25 government and educational institutions, where residents can pay taxes, fees, utility bills, and donations, among other things using any debit and credit card. These include Odisha State Road Transport Corporation, Odisha Tourism Development Corporation, National Institute of Technology, Government ITI College, Shree Jagannath Temple Trust, Nandankanan Zoological Park, various Municipal Corporations, Schools, Universities, and Recreation Centres.



*HDFC Bank is happy to reach out to college students in Odisha. College students are quick learners. If educated on how to transact using digital channels, they can adapt quickly and also teach several others, thus helping people of Odisha #GoDigital," said **Mr. Debashis Senapati, Zonal Head - Odisha, HDFC Bank.***



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

HDFC Bank has a suite of products to help customers #GoDigital. Customers can use PayZapp, Mobile Banking app, NetBanking, Missed Call Mobile Recharge, and Phone Banking, among others. HDFC Bank's [Netbanking](#) portal and official mobile app allow customers to perform over 205 and 85 different types of transactions, respectively. The Bank's PayZapp is a complete payment solution that allows customers to top-up mobile phone, transfer money instantly, pay utility bills, buy grocery, movie tickets, and even big-ticket purchases such as foreign holidays. This is in addition to the Bank's 'Missed Call Mobile Recharge' offering, which allows customers and their family to recharge mobile by giving just a missed call.

Other digital offerings of HDFC Bank include [instant personal loan](#) at ATMs, [10 seconds personal loan](#) on [netbanking](#), and [30 minute paperless auto loan](#) using Biometric technology.



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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 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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