

## **HDFC Bank and MasterCard announce winner of #CelebrateHERos campaign**

**Jaipur (Rajasthan), March 17, 2017:** HDFC Bank Ltd., and MasterCard today announced Ms. Kirti Bharti, a regional winner of their #CelebrateHERos campaign.



#CelebrateHERoes is a national campaign conceptualized and run jointly by HDFC Bank and MasterCard to identify, recognize and reward ordinary people in the society who were undertaking extraordinary efforts towards woman empowerment. #CelebrateHERoes is a people-led campaign wherein customers, employees, and general public were encouraged to nominate individuals or groups of individuals who have made a difference in the area of women empowerment.

Based in Jodhpur, Rajasthan, Ms. Bharti is a Rehabilitation Psychologist and the founder of Saarthi Trust, a not-for-profit organisation. She runs awareness and education programmes to prevent and annul child marriages in the state. Over the past 9 years, she has stopped 900 and annulled 31 child marriages, in addition to rehabilitating over 6,000 children and 5,500 women all over Rajasthan.

The campaign received about 200 valid entries which were evaluated by a jury comprising HDFC Bank and MasterCard officials along with an NGO partner Concern India on the parameters of Scale, Impact, and Selflessness of their efforts. The jury has selected a national winner and 7 regional winners.

At an event organized in Jaipur, chief guest Mr. V. Chakrapani, Country Head – Internal Audit and Chief of Internal Vigilance, gave a reward of Rs. 8 lakh To Ms. Kirti Bharti, in the presence of Ms. Smita Bhagat, Branch Banking Head, HDFC Bank, and other senior HDFC Bank officials.



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## NEWS RELEASE

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*"We are excited to announce regional winner of our #CelebrateHERos campaign. At HDFC Bank, we believe that the best way to celebrate women is by empowering them. By recognizing and rewarding people who have been working steadfastly for women empowerment, we want to give greater impetus to the cause," said Ms. Smita Bhagat, Branch Banking Head, HDFC Bank.*

### **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](http://www.hdfcbank.com)

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