

HDFC Bank opens 200th branch in Telangana at Khairatabad

- ***HDFC Bank today reached an important milestone of 200 branches in the state***
- ***200th branch is located in Hyderabad district of Telangana***

Hyderabad March 23, 2017: With the launch of a new branch at Khairatabad in Telangana state, HDFC Bank today reached an important milestone of 200 branches in the state. The new branch is located in Hyderabad district of Telangana.



The branch was inaugurated by Mr. Sajja Kishore Babu, CMD, Power Mech Projects Limited, in the presence of Mr. Madhusudhan Hegde, Branch Banking Head, HDFC Bank; Mr. S. Sridhar, Circle Head, HDFC Bank, and other senior officials of the bank. The new branch is located at Ground Floor, 6-2-982, Main Road, Khairatabad, Hyderabad – 500004.



“Our extensive 200-branch network in Telangana reiterates our commitment to take formal banking services to every corner of the state. Our objective is to empower more people in the state by offering them our full range of banking services including digital initiatives,” **said Mr. Madhusudhan Hegde, Branch Banking Head – South, HDFC Bank.**

HDFC Bank has rapidly expanded its branch network in Telangana in the past five years as well as given a concerted push to its Digital Banking strategy in the state as part of its efforts to deliver its services using multiple technology platforms. At present, HDFC Bank has 200 branches and 848 ATMs in the state. This journey began with its very first branch in the city, which was set up at Lakdikapul in 1997.

Since then, it has extensively leveraged technology to provide banking services through a host of digital channels such as net banking and mobile banking. HDFC Bank is today



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reaching out to an increasing number of people across the state through its branch network complemented by initiatives under its 'Go Digital' campaign.

The 'Go Digital' campaign began on the banks of the river Ganga in Varanasi in 2014, with the launch of its '*Bank Aap Ki Muththi Mein*' to offer banking services in the mobile phone. Further, the bank has also launched innovative digital initiatives including Chillr, Watchbanking and PayZapp.

At a national level, HDFC Bank has 54 per cent of its branches in semi-urban and rural areas and is continuously extending its reach in the hinterland in its endeavour to support inclusive growth.

As of December 31, 2016, the Bank's distribution network was at 4,555 branches and 12,087 ATMs across 2,597 cities.



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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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