

HDFC Bank showcases '*Dhanchayat – Panch Kayde Ke Panch Fayde*' at Mandis in Punjab

- ***Part of Swachh Banking CSR campaign, to educate rural population on benefits of banking and drive financial inclusion***
- ***Showcases 'Dhanchayat' at 40 Anaj Mandis in Punjab***

Chandigarh (Punjab), April 28, 2017:

HDFC Bank Ltd., showcases '*Dhanchayat - Panch Kayde Ke Panch Fayde*' at 40 *Anaj Mandis* (APMCs) across Punjab. '*Dhanchayat - Panch Kayde Ke Panch Fayde*' is an informative film created by the Bank to educate rural populace on the benefits and good practices of banking. This will help thousands of farmers and labourers visiting *Anaj Mandis* start using their bank accounts and drive greater financial inclusion in the country.



The film has been launched under the aegis of *Swachh Banking*, a CSR initiative of the Bank. *Swachh Banking* aims to create a better understanding about clean and convenient banking available through the organised sector. Through the '*Dhanchayat - Panch Kayde Ke Panch Fayde*' film, the Bank will showcase to the rural population, the importance of savings, investing, and using mobile banking, among other things, to help improve their quality of life.



Speaking about the initiative, **Mr. Govind Pandey, Branch Banking Head, HDFC Bank** said, "At HDFC Bank, we strive to achieve greater financial inclusion. Our board-mandated objective to support inclusive growth cannot be achieved by just opening bank accounts of unbanked people living in rural areas. After they open bank accounts, they need to be educated on the benefits of using their bank accounts and adopting good banking practices, to help them start banking. With '*Dhanchayat - Panch Kayde Ke Panch Fayde*', we aim to achieve greater financial inclusion."



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NEWS RELEASE

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

'Dhanchayat - Panch Kayde Ke Panch Fayde' is second in the series of informative films created by the Bank especially for unbanked and under banked people with the objective of achieving greater financial inclusion. The first film in the *'Dhanchayat'* series was launched in 2015. It focused on creating awareness on the perils of borrowing from the unorganized sources of finance. In the state of Punjab, *'Dhanchayat'* film has been shown at over 2,800 villages over the last two years.



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

As of March 31, 2017, the Bank had a distribution network with 4,715 branches and 12,260 ATMs in 2,657 cities/towns.

For the quarter ended March 31, 2017, the Bank's total income was INR 215.60 billion (Rs 21,560.7 crore) as against INR 188.62 billion (Rs 18,862.6 crore) for the quarter ended March 31, 2016. Net revenues (net interest income plus other income) increased by 21.1% to INR 125.01 billion (Rs 12,501.4 crore) for the quarter ended March 31, 2017 as against INR 103.19 billion (Rs 10,319.2 crore) for the corresponding quarter of the previous year. Net Profit for year ended March 31, 2017 was INR 39.90 billion (3,990.1 crore), up 18.3%, over the year ended March 31, 2016.

Total income for the year ended March 31, 2017, was INR 816.02 billion (Rs 81,602.5 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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