

HDFC Bank to improve quality of education for 17,000 students in government schools

- **Partners Magic Bus India Foundation and four state governments**
- **To benefit over 17,000 students in 170+ govt. schools in four states**

Indore (Madhya Pradesh), April 6, 2017:

HDFC Bank Ltd., to improve the quality of education for over 17,000 students government schools across four states. The Bank will work with the governments of four states namely Madhya Pradesh, Chhattisgarh, Rajasthan, and Maharashtra to make a difference in the lives of school students in these states. The Bank has partnered Magic Bus India Foundation to implement this initiative.



Named 'Project Disha', this initiative is a holistic model of development for students studying in government schools at remote locations. Through 'Project Disha', HDFC Bank strives to improve delivery of education to make it easier and interesting for students to grasp concepts of various subjects. In addition, the initiative will build the life skills of students, particularly their self-belief and resilience to help them imbibe the academic knowledge better.

In Madhya Pradesh, 'Project Disha' will be rolled out in 36 government schools and will benefit over 3,800 students. As part of this initiative, the Bank will

- Improve education delivery in classrooms by training teachers
- Introduce experiential learning through an innovative science lab
- Teach necessary life-skills

Outcome of the project:

- Higher learning levels in numeracy, reading and science
- Reduction in drop outs and class progression
- Completion of Formal Education

At an event organized in the city, the initiative was launched by Mr. Sudesh Jaisinghani, Zonal Head – Madhya Pradesh, HDFC Bank, Ms. Deepali Saini, Manager – CSR, and Mr. Arun Nalavadi, Head – Sustainability & Corporate Partnerships, Magic Bus India Foundation, in the presence of senior officials of HDFC Bank and Magic Bus.



“Education is one of the core focus areas of the bank’s Corporate Social Responsibility. With ‘Project Disha,’ we want to make education accessible, effective and bring it in tune with changing times. This one-of-its-kind initiative is a part of the Bank’s sustained endeavour to create a positive impact in the lives of the local populace through its Corporate Social Responsibility programme,” said Mr. Sudesh Jaisinghani,

Zonal Head – Madhya Pradesh, HDFC Bank.

“Magic Bus believes that education attainment is one of the key enablers to economically empower adolescents from underprivileged households as they evolve into youths. Magic Bus feels privileged to partner with HDFC Bank towards developing and implementing this large scale, integrated education program in collaboration with state governments of Chhattisgarh, Madhya Pradesh, Rajasthan and Maharashtra to get adolescents from economically disadvantaged sections to complete formal education,” said Mr. Arun Nalavadi, Head – Sustainability & Corporate Partnerships, Magic Bus India Foundation.



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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 70973.2 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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