

HDFC Bank expands foreign exchange offering in Northeast

- ***Wide range of products and services available at all branches and on Netbanking***

Guwahati (Assam), June 08, 2017:

HDFC Bank Ltd., has expanded its foreign exchange offering in the Northeast. The expanded range of offering will meet requirement of customers as well as businesses. These can be availed through bank's wide range of 121 branch network in Northeast and conveniently on the Netbanking portal.



The expanded foreign exchange offering includes:

- Currency exchange in 22 currencies, thereby catering to customers' wide ranging requirements whether it is for Leisure, Studies, Business, Medical, or Import and Export
- Branches have been equipped to help customers with Import Payments, Export Proceedings, FDI and External Commercial Borrowings
- Multicurrency ForexPlus Credit Card
- Customers can transfer up to US \$5,000 using digital offering RemitNow on Netbanking
- Businesses can avail convenient Trade-on-Net services online for international trade



"At HDFC Bank, our endeavour is to offer customers in Northeast a complete suite of products and services. The availability of forex products and services across all our branches in Northeast will allow us to fulfil the needs of our customers. Further, not just branches, but we are also leveraging technology and digital banking platforms to give customers convenience to undertake forex transactions with just a click of a button," said Mr.

Sourjendu Gupta, Circle Head – North East, HDFC Bank.



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

In Northeast, HDFC Bank has undertaken various initiatives to fulfil foreign exchange requirements of its retail customers and businesses. These include setting up of forex helpdesk at Haj House in Guwahati to help pilgrims with currency exchange, jointly working with Federation of Indian Export Organisation (FIEO) and Director General of Foreign Trade (DGFT) to encourage exports from Northeast by reaching out to exporters, among others. According to industry reports, there are around 3,000 companies engaged in export/import business within 7 land customs port in Northeast.



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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 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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