

HDFC Bank promotes Digital Banking in Meghalaya

- ***Offers digital products for smartphone as well as feature phone users***
- ***Missed call banking user base increases in Meghalaya after Demonetisation***

Shillong (Meghalaya), June 27, 2017: HDFC Bank encourages people in Meghalaya to adopt digital banking to experience the convenience of banking anywhere, anytime. Using technology as an enabler, the bank offers digital products that can be used on smartphones as well as on feature phones without internet. HDFC Bank is also present on the state government's Public Fund Management System (PFMS), a payment gateway for the state government to make all payments digitally.



Some of the digital banking offerings available in Northeast are:

- Pay fee at educational institutions in Shillong like IIM, NEHU, and NIT
- Undertake over 120 transactions on MobileBanking app, Over 200 on NetBanking
- Take a personal loan from an ATM within seconds
- Recharge prepaid mobile numbers with just a missed call

"We are excited that we were able to make a meaningful contribution towards greater adoption of digital products in Meghalaya. Our digital banking products complement the extensive network of branches and ATMs in the state. With our suite of digital banking products, we want to make it convenient for customers to undertake different types of transactions anywhere, anytime," says Mr. Dipankar Talukdar, Cluster Head - Meghalaya, HDFC Bank Ltd.

In Meghalaya, the bank has observed incremental growth of 74 per cent in the number of customers using missed call banking after demonetisation. Using missed call banking service, customers can get Account Balance, Mini Statement, Request Cheque Book, and more. Complementing the bank's digital offerings, HDFC Bank has a network of 18 branches and 26 ATMs in the state.



We understand your world

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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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