

## **HDFC Bank offers ISIC Student ForexPlus Card to students traveling abroad**

- ***Offers a host of benefits, discounts, and offers to students traveling overseas***
- ***The co-branded prepaid card is globally accepted as valid student ID***

**Chandigarh (Punjab), August 17,**

**2017:** HDFC Bank today rolled out the national campaign to offer HDFC Bank ISIC (International Student Identity Card) Student ForexPlus Card in Chandigarh. This co-branded prepaid card has been specially designed for students traveling abroad for studies or leisure, keeping in mind their unique needs and requirements.



The HDFC Bank ISIC ForexPlus Card is also a valid global student ID. The International Student Identity Card (ISIC) is the only internationally recognized and accepted identity card for students and endorsed by UNESCO, providing benefits across 125+ countries at more than 150,000 benefit locations.

Students were presented with the HDFC Bank ISIC Student ForexPlus card at a formal launch event in Chandigarh by Mr. Vineet Nagar, Head – Prepaid & Debit Cards, HDFC Bank, Mr. Vineet Arora, BBH – Punjab, HDFC Bank and Ms. Richa Goyal, Director ISIC India & Board Member – ISIC Global.

Students can make all payments using the HDFC Bank ISIC Student ForexPlus card during their studies abroad in a convenient and secure manner. The bank currently offers USD, GBP and EUR currency on this card. It also offers the convenience of reloading the Forex card through bank's digital platforms including Prepaid NetBanking where loading can be done instantly and available 24x7. The card is accepted at millions of merchant outlets in over 125 countries globally. It can also be used to withdraw money from ATMs. Furthermore, ISIC has partnered with various merchants & institutions to offer exclusive deals and offers to students holding this card.

The HDFC Bank ISIC Student ForexPlus Card offers following [benefits](#):

- Special offers on Books, Food, Shopping, Accommodation, Leisure Activities, and Travel at over 41,000 partners in 130 countries
- Accepted as Student Identity card worldwide
- Chip-based card ensures safety and security of transactions by students abroad
- Protection against Foreign Exchange Fluctuation
- Complimentary enhanced Air Accident Insurance cover of Rs 25 lakh
- Instantly Reload card on HDFC Bank Netbanking

The HDFC Bank International Student Identity Card (ISIC) can be availed at all HDFC Bank branches or from the convenience of homes and offices through HDFC Bank website. **HDFC Bank customers as well as general public can avail of this card by sending an SMS 'STUDENT <CITY>' to 5676712.** Through this initiative, the bank aims to reach out to an estimated 5 lakh students traveling abroad for studies from India, enabling them to meet all their foreign currency needs in a convenient, swift, and secure manner.

*"At HDFC Bank, enhancing customer convenience lies at the heart of all our new initiatives. We are delighted to offer our co-branded HDFC Bank ISIC Student ForexPlus Card to students travelling abroad for studies. The prepaid card meets their evolving needs and gives them great value in the form of wider acceptance, discounts, and convenience of card payments. We are confident that our co-branded ForexPlus Card will be a valuable addition to our growing portfolio of products. In Punjab, through this card, we hope to cater to the needs of more than one lakh students who travel abroad for studies every year," said Mr. Parag Rao, Country Head, Card Payment Products, Merchant Acquiring Services & Marketing, HDFC Bank.*

*"The HDFC Bank ISIC ForexPlus Card brings together the best of HDFC Bank Forex Card services and the leveraging power of the ISIC by integrating both into a single card. A student may use the card at over 150,000 discount locations across 125+ countries and save on everything from text books to airline tickets," said Ms Richa Goyal Sikri, Director ISIC India & Board Member – ISIC Global.*



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## NEWS RELEASE

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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 June 30, 2017, the Bank had a distribution network with 4,727 branches and 12,220 ATMs in 2,666 cities/towns.

For the quarter ended June 30, 2017, the Bank's total income was INR 221.85 billion (Rs 22,185.4 crore) as against INR 193.22 billion (Rs 19,322.6 crore) for the quarter ended June 30, 2016. Net revenues (net interest income plus other income) increased by 21.7% to INR 128.87 billion (Rs 12,887.4 crore) for the quarter ended June 30, 2017 as against INR 105.88 billion (Rs 10,588.1 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2017 was 38.93 billion (3,893.8 crore), up 20.2%, over the quarter ended June 30, 2016.

Total income for the quarter ended June 30, 2017, was INR 221.85 billion (Rs 22,185.4 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](http://www.hdfcbank.com)

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### **About ISIC**

The International Student Identity Card (ISIC) was created 64 years ago to facilitate global student travel through authentic recognition combined with benefits that would allow students to save money at every juncture. Endorsed by UNESCO, ISIC today is the only internationally accepted proof of student status, providing benefits at 150,000+ discount locations across 125+ countries including India. With discounts & benefits spread over categories including Education, Travel, Food, Culture, Entertainment, Sports and Accommodation, ISIC is the multifunctional 'must-have' accessory for today's modern and global student.