

HDFC Bank launches EasyEMI on Debit Cards

- ***Pre-approved EasyEMI offer available to 8 million customers***
- ***EasyEMI on purchase of consumer durables, consumer electronics, mobiles, furniture, medical equipment***

Mumbai, September 17, 2017: HDFC Bank today announced the launch of EasyEMI on Debit Cards. Starting today, HDFC Bank customers will be able to make payments for items purchased using their debit card in easy installments, in a quick, convenient, and transparent manner. Customers will have a pre-approved loan amount available to them 24x7 and the entire process of making a purchase using debit cards in easy installments is completely paperless. Customers can simply swipe their debit card and select the EasyEMI option when making payment at offline as well as online merchants. Eligible customers will be informed by the bank on email as well as SMS.



Customers can utilize the EasyEMI offer to make purchases on major e-commerce sites during their festive sales in a hassle-free and transparent manner. The EasyEMI offer on debit cards can be used for purchasing consumer durables, consumer electronics, mobiles, furniture, fitness equipment; booking flight and train tickets; and availing medical treatment. The minimum loan amount that can be availed through EasyEMI is Rs 10,000.

In the first phase, pre-approved EasyEMI will be offered to about 8 million bank customers across different cities in India. With this launch, the bank offers easy installment facility to customers in three form factors – EasyEMI on Credit Cards, EasyEMI on Debit Cards, and Durable & Lifestyle finance at merchant outlets.



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



"With EasyEMI on Debit cards, customers get a pre-approved loan offer on their debit cards which they can use with just one swipe at merchant outlets. We feel it is a simple, quick and convenient option for our customers to fulfill their desires particularly during the festive season. EasyEMI offer is an example of HDFC Bank using analytics, platforms like POS machines for payments in installments and removing paper work to truly harness the power of digital banking and offer choice and convenience to millions of our customers across the length and breadth of the country," said Mr. Parag Rao, Country Head – Card Payment Products, Merchant Acquiring Services, and Marketing, HDFC Bank.

The EasyEMI on Debit Cards is the latest initiative in HDFC Bank's digital banking offering christened GoDigital. This campaign began on the banks of the Varanasi in 2014, with the launch of its 'Bank Aap Ki Muththi Mein' offering, which literally converts the mobile phone into a bank branch. Since then the bank has launched a host of innovative digital initiatives.



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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

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