

HDFC Bank organizes Saveathon to create awareness on water scarcity

- **6,000 people participated in the run to save water**

Hyderabad, December 10, 2017: HDFC Bank today organised the 1st edition of Saveathon – a run with a noble cause, in the city. Saveathon aims to create awareness about water scarcity with an objective to encourage people to reduce wastage and increase conservation.

HDFC Bank Saveathon was flagged off by Mayor Shri Bonthu Rammohan from People's Plaza at Necklace Road and followed landmarks such Hussain Sagar lake. 6,000 people of Hyderabad participated in HDFC Bank Saveathon and took a pledge to save water. The run had two categories - 5 and 10 kilometres.

HDFC Bank Saveathon is a CSR initiative of Parivartan, HDFC Bank's umbrella brand for all its social development programmes. According to a UN report, one of the most serious problems humanity is facing today is the scarcity of potable water for drinking and domestic use. Water is a scarce and precious resource and several parts of India face acute water shortage, particularly during summer.



Mr. Madhusudan Hegde, Head Branch Banking – South, HDFC Bank said, “As a socially responsible corporate citizen, we are doing our bit to create awareness on the need to save water. Through HDFC Bank Saveathon, we want to encourage people of Hyderabad to save water by reducing wastage and increasing water conservation efforts using rainwater harvesting mechanism.

The programme is in line with one of our core values – Sustainability – where the objective is to Create Sustainable Communities.”

Noted actor Sai Dharam Tej has also lent his support to this initiative. *He said, “I’m proud to be a part of HDFC Bank Saveathon. I believe that every drop of water saved makes a difference. Through HDFC Bank Saveathon, we hope to carry this message far and wide by creating awareness among citizens of Hyderabad. I appeal to all people, especially youth, to come up with ideas to save water.”*



We understand your world

NEWS RELEASE

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

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 September 30, 2017, the Bank had a distribution network with 4,729 branches and 12,259 ATMs in 2,669 cities/towns.

For the quarter ended September 30, 2017, the Bank's total income was INR 232.76 billion (Rs 23,276.2 crore) as against INR 199.70 billion (Rs 19,970.9 crore) for the quarter ended September 30, 2016. Net revenues (net interest income plus other income) increased by 22.6% to INR 133.58 billion (Rs 13,358.0 crore) for the quarter ended September 30, 2017 as against INR 108.94 billion (Rs 10,894.5 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2017 was 41.51 billion (4,151.0 crore), up 20.1%, over the quarter ended September 30, 2016.

Total income for the quarter ended September 30, 2017 was INR 232.76 billion (Rs 23,276.2 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

For media queries please contact:

Ravindran Subramanian

Deputy Vice President, Corporate Communication

HDFC Bank Ltd., Mumbai.

Tel: 91 - 22 - 6652 1047 (D) / 6652 1000 (B)

Mobile: 9223306610

Ravindran.Subramanian@hdfcbank.com