

HDFC Bank's *InstaCard* crosses 3 lakh cards milestone

- ***Instant credit card issued electronically within an hour***
- ***Customers can use InstaCard to make purchases online***

Mumbai, December 17, 2017: HDFC Bank's instant credit card offering, InstaCard has crossed the 3 lakh milestone within a year of its launch.

Launched in January this year, InstaCard combines customer convenience and experience with cutting edge analytics to offer an electronic card that is delivered to customers within an hour of applying for a credit card in quick and easy steps on Netbanking. With InstaCard, customers can do online transactions on e-commerce websites immediately on receipt of the InstaCard. The physical card is then delivered to the customers within a few days. InstaCard has become popular as it allows customers to use the features of the card they have applied for within an hour.

After its launch in January 2017, the bank has issued more than 3 lakh InstaCards. InstaCard can be used by customers at any ecommerce portal and DiGiPOS machines where payment can be made using Bharat QR and SMS Pay.

Popularly also known as a digital credit card, an InstaCard is issued using a combination of credit bureau information, pre-qualification algorithms and checks in the application form. It allows the bank to ascertain the eligibility of an applicant and issue the digital credit card within an hour.



“The endeavour at HDFC Bank is offer an experience to our customers. And InstaCard is an example of a product that combines convenience and experience. Instant Digi-Lending through offerings like InstaCard we believe is a game changer. InstaCard also reflects the use of data analytics that enables us to offer a product, which is ready to use, within an hour. As a leading player in the digital banking space, we will continue to improve upon the existing product suite and coming up with new ones.” **said Mr. Parag Rao, Country Head – Card Payment Products, Merchant Acquiring Services, and Marketing, HDFC Bank.**



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:

Rajiv Banerjee

Vice President, Corporate Communications

HDFC Bank Ltd., Mumbai.

Tel: 91-22-66521307(D)/66521000(B)

Mobile: 09920454102

rajivshiv.banerjee@hdfcbank.com