

HDFC Bank sets up blood storage unit in Kota, Rajasthan

- ***First-of-its-kind initiative by the Bank in Kota***
- ***More such facilities to open for supporting blood-deficient rural India***

Kota (Rajasthan), December 17, 2018: In a first-of-its-kind initiative, HDFC Bank has set up a Blood Storage Unit in Kota, Rajasthan to help meet the rising scarcity of blood. This initiative is part of the Bank's efforts to help support the blood-deficient rural areas in the country. Kota will now have a new blood storage unit operating out of the MBS Government Hospital. This will help to save lives and also reduce the time taken for procuring blood.

HDFC Bank has been active in the blood donation space and holds the world's largest single-day Blood Donation Drive. It has been raising awareness about the scarcity of blood in the country by organizing donation drives since 2007. During these initiatives, it was observed that rural areas do not have the necessary access to large blood banks for meeting their blood requirements. Most blood banks are situated in faraway places and results in delays while receiving blood, especially during emergencies. To enable this, the Bank has helped to set up storage facilities across the following centres of the country:

State	Location
Bihar	Government Anumandaliye Hospital, Naugachia
Madhya Pradesh	District Government Hospital, Harda
Madhya Pradesh	MY Hospital, Model Blood Bank, Indore
Gujarat	Community Health Centre, Tarapur
Tamil Nadu	Arignar Anna Government Hospital, Sriperumbudur
Jammu & Kashmir	Sub District Hospital (CHC), Akhnoor



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A detailed survey to Identify areas which lack medical infrastructure was conducted, the Bank zeroed in on Kota.

Mr. Bhavesh Zaveri, Head, Operations, HDFC Bank, said: *"Blood is precious, more so in our country which suffers from an acute demand-supply gap. The setting up of a storage unit is another step to ensure that people in Kota have immediate access to blood in an emergency situation. And this is just the beginning. We have a target to set up more such storage units in rural parts of the country. We are trying to put in place a holistic solution to blood shortage that affects the country's poor."*

The unit will have a limited storage capacity when compared with a blood bank, but will be essential for Kota citizens during unforeseen emergencies.

About HDFC BANK

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