

HDFC Bank to hold 'Blood Donation Drive' on Friday, Dec 7

- *Launches national campaign to raise awareness on shortage of blood*
- *To set up donation centres at over 3,200 camps in 1,040 cities*

Mumbai (Maharashtra), December 04, 2018: HDFC Bank will organise the 12th edition of its national Blood Donation Drive on December 7. This drive is part of HDFC Bank's Parivartan; its umbrella brand for all its social initiatives. The clarion call this year is to inspire and encourage more and more people to come forward to donate blood in what is India Inc.'s largest single-day blood donation initiative.

To pledge support and find the location of the camp nearest to you, please visit HDFC Bank website www.hdfcbank.com/stopmithani

As a run-up to December 7, the Bank has initiated a campaign **#StopMithani** **#YourBloodMatters**, where inspiring stories involving ordinary citizens are being communicated as role models for society, particularly the youth to emulate and donate blood. This will help bridge the annual deficit of 1.9 million units India faces when it comes to availability of blood.

Jyotindra C Mithani, a 64 year-old resident of Mira road in Mumbai is one such inspirational story. Over the past 40 years, Mr. Mithani has donated blood 151 times. He first donated at the time of the 1971 Indo-Pakistan war, when there was an appeal for blood for our armed forces. Since then, he's made it his life's mission to do his part to bridge the gap between demand for safe blood and its supply. His inspirational record of donating blood on average 4 times a year will end once he turns 65. Mr. Mithani refuses to stop despite the medical advisory owing to his advanced age. This stand by Mr. Mithani to 'only stop when India starts' forms the crux of the Bank's campaign where the message is 'to galvanize Indians to do their bit and stop Mr. Mithani'.





“ #yourbloodmatters resonates with the ethos that has driven the Bank’s annual blood donation drive: to collectively make a difference in the society we live in. Like Mr Mithani, there are many Bank employees as well who have made donating blood their mission. The objective is to inspire my fellow countrymen, particularly the youth to come forward and be part of this noble endeavor. Parivartan (change) can happen when all of us join hands for a common cause and I urge everyone to come forward

and donate blood that will help India bridge the demand-supply gap of the most precious commodity, for every drop matters.” said Mr. Bhavesh Zaveri, Country Head – Operations, HDFC Bank.

HDFC Bank commenced its annual Blood Donation drive in 2007 to reduce the deficit of safe blood available for transfusion. According to the latest government data, India faced a shortage of 1.9 million units of blood in 2016-17, that could have aided more than 320,000 heart surgeries or 49,000 organ transplants.

Over the years, through this initiative, HDFC Bank has collected over 9,00,000 units of blood. According to experts, 1 unit of blood can save up to 3 lives.

On December 7, over 3,200 camps in 1,040 cities will be organized to collect blood.

Location	No. of Camps
HDFC Bank Branches	1084
Colleges	977
Corporates	491
Other locations	598
Police and Defence Areas	77
Grand Total	3229

Here's some information about the blood donation process:

- Every blood donor is given a mini-physical, checking the donor's temperature, blood pressure, pulse and hemoglobin to ensure it is safe for the donor to give blood
- The actual blood donation typically takes less than 10-12 minutes. The entire process, from the time you arrive to the time you leave, takes about an hour and 15 minutes
- Previous blood donation by a participant should be more than 3 months prior

About HDFC BANK

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