

## **HDFC Bank announces second edition of #Saveathon in Hyderabad**

- **A run to create awareness towards a greener future**
- **25,000 saplings to be distributed & planted in partnership with HMDA**

**Hyderabad, January 10, 2019:** HDFC Bank today announced the second edition of Saveathon, its annual 10K and 5K Run, that brings together citizens to create awareness about socially relevant issues. This year, the 'Run for Green' event will help plant 25,000 saplings across Hyderabad by distributing one sapling for every kilometre run. Over 8,000 people are expected to participate in this year's run. In support of this initiative, HDFC Bank has tied up with HMDA – Urban Forestry Department (Govt. of Telangana) which will give over 25,000 saplings for the initiative. Over 8,000 participants are expected to take part in this year's event. They can choose between the 5 km and 10 km runs.

Under the initiative, HDFC Bank will begin the plantation drive across schools, corporates, gated communities and will also distribute saplings to walk-in customers at select branches in Hyderabad.

The run will be held on February 10, 2019 at Sanjeevaiah Park, Necklace Road, Hyderabad.



**Mr. Madhusudan Hegde, Head Branch Banking – South, HDFC Bank** said, "Cities across the world are increasingly facing challenges regarding green cover. As a responsible corporate citizen, we are always looking at ways in which we can create a positive impact on the environment. That is the reason for choosing 'Run for Green' as the theme for this year's Saveathon. Through this we are aiming to motivate citizens to work towards a cleaner, greener and sustainable future. We thank the HMDA for giving us saplings and thus enabling us to contribute to this endeavour".



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## NEWS RELEASE

HDFC Bank Ltd.  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013.  
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**Mr Naga Shaurya** said, *"I am honoured to participate in an opportunity that can help contribute to a greener environment. I firmly believe by planting a tree we help renew our natural resources and create a healthier planet. I appeal to everyone especially the youth who have a bigger stake in a sustainable future to come forward with solutions to save our trees. Let us participate in the Saveathon and commit ourselves to a greener future by planting more trees."*

Apart from this run, HDFC Bank also works to raise customer awareness on environmental sustainability as part of its 'Go Green' initiative. Customers are encouraged to actively participate in protecting the environment through small steps such as switching to paperless options like email statements for their banking needs.

For registering please log on to [www.saveathon.in](http://www.saveathon.in) or [www.eventsnow.com](http://www.eventsnow.com) from 10th Jan 2019 to 8th Feb 2019.

### **About HDFC BANK**

For information please log on to: [www.hdfcbank.com](http://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](mailto:Ravindran.Subramanian@hdfcbank.com)