

Over 1 million bottles of blood collected through HDFC Bank Parivartan's Blood Donation Drive

- **Donation crosses 1 million units over the past 12 years**
- **More than 16,000 Camps organised**

Mumbai (Maharashtra), January 12, 2019: HDFC Bank Ltd., today announced the completion of its 12th national Blood Donation Drive and the successful collection of over 1 million units of blood over a period of 12 years.

This year the initiative saw the participation from people between the age groups of 18-65 donated blood at nearly 4,000 Blood donation camps setup in more than 1,100 cities across India and resulted in the collections of over 3 lakh units of blood.

Blood donation Figures

Year	Locations	Total Camps	Successful Collection
2007	87	88	4,385
2008	184	190	9,362
2009	275	318	13,973
2010	360	494	25,758
2011	521	716	40,839
2012	604	1004	61,611
2013	864	1495	86,774
2014	913	1987	1,28,642
2015	975	2358	1,49,562
2016	1,006	2,541	1,71,539
2017	1,084	3,045	2,19,045
2018	1,107	3,991	3,10,746
Total	7980	18227	12,22,236

The Blood Donation Drive is a CSR initiative of #Parivartan, HDFC Bank's umbrella brand for all its social development programmes. HDFC Bank commenced its annual Blood Donation drive in 2007 to reduce the deficit of safe blood available for transfusion.

At a function organized in Mumbai on 7th Dec, Mr. Bhavesh Zaveri, Country Head – Operations and Technology, HDFC Bank, launched the 12th edition of bank's nationwide Blood Donation Drive, in the presence of other members of the bank's senior management team. The Bank also felicitated the Mr. Jyotindra C. Mithani, a life-long blood donor who has been regularly donating blood for more than 40 years.

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.

The Bank had tied up with major hospitals and blood banks to provide technical assistance. A large number of volunteers lined up to donate blood across the country including bank employees, corporate executives, college students, and police and defence personnel. Among the first donors were HDFC Bank's senior management.

"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

About HDFC BANK

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