

HDFC Bank to plant 25,000 saplings in cyclone affected districts of Odisha

• Bank to launch ‘My Green Legacy’, a tree plantation drive to generate awareness on afforestation post Cyclone Fani

Bhubaneswar (Odisha) Aug 18, 2019: HDFC Bank today announced the launch of ‘My Green Legacy’ – a tree plantation drive that brings citizens together to generate #awareness about the importance of being #clean, #green and #sustainable.

HDFC Bank’s #MyGreenLegacy was launched by Chief Guest Mr. Aditya Prasad Padhi, Chief Secretary, Government of Odisha and Mr. Rajesh Srivastava, Zonal Head, Odisha, HDFC Bank from Bhubaneswar. Also present at the event were Mr. Prem Chandra Choudhury, BDA - Vice Chancellor/ BMC –Commissioner; Mr. Asit Tripathy, Development Commissioner / Add. Chief Secretary – Home; Dr. Sourabh Garg, Principal Secretary - Agriculture Department; Mr. Satyajit Mohanty, Commissioner of Police; Mr. Ashok Meena, Principal Secretary Finance; Dr. Sandeep Tripathi, Principal Chief Conservator of Forest – General; Mr. Bishnupada Sethi, Special Relief Commissioner along with senior bank officials.

Over 25,000 saplings will be planted throughout the month of August, in 38 cities and villages of the 14 cyclone affected districts. Additionally, 25 vehicles distributing free saplings to the public were flagged off at the launch event.

This initiative is aimed to help restore the environmental impact caused by the recent #CycloneFani that affected life, nature and property. Recently, the Bank had adopted 20 schools and donated 10 crores for the rehabilitation process under its #Parivartan initiative.

HDFC Bank’s #Parivartan programme is the umbrella brand for all its social initiatives. It is the Bank’s way of contributing to long-term, sustainable change in society as a whole.

Mr. Srivastava said *“Odisha witnessed major destruction to its environment in the aftermath of Cyclone Fani. We lost a lot of green cover in the state. As a responsible corporate citizen, we are always looking at ways in which we can create a positive impact on the environment. Through this initiative we are aiming to work towards creating a cleaner, greener and sustainable future.”*



NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.

HDFC Bank also works to raise customer awareness on environmental sustainability as part of its '#GoGreen' 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.

About HDFC BANK

For more information please log on to: www.hdfcbank.com

For media queries please contact:

Sanjay Ojha

Deputy Vice President,
Corporate Communications HDFC Bank Ltd.,
Mumbai. Tel: 91 - 22 - 6652 1000 (B) Mobile: 09835314249
sanjay.ojha3@hdfcbank.com