

## **HDFC Bank to plant one lakh trees in Uttarakhand**

- ***Saplings to be planted throughout 2020 in three districts of the state***

**Rishikesh (Uttarakhand), January 29, 2020:** HDFC Bank Ltd. today launched an initiative to plant 1 lakh trees in Uttarakhand. This activity is part of #Parivartan, the Bank's umbrella brand for all environmental, social and governance (ESG) initiatives. It is the first of many such tree plantation drives that HDFC Bank will conduct in the near future as part of its attempt to curb climate change.

The announcement was made at an event organized at Park, Old Railway station, Rishikesh. The tree plantation drive was inaugurated by Hon'ble Governor of Uttarakhand, Smt. Baby Rani Maurya and Mr. Sanjeev Kumar, Branch Banking Head- Uttarakhand, HDFC Bank in the presence of other Government and Bank officials.

HDFC Bank taken up this activity with an aim to improve the environmental degradation in the recent years in the state and also help curb the global problem of #ClimateChange. Trees are an important natural resource and essential to maintaining an ecological balance, replenish ground water and reducing air pollution. According to the National Forest Policy, the country is required to achieve a forest cover target of 33% in every state.

This initiative is just one of many that HDFC Bank undertakes as part of its larger goal of sustainability, which is one of its core values. The Bank firmly believes in giving back to the communities in which it operates, thereby enhancing the environment as well as the living conditions of its residents through tree plantation. In the past the Bank has been regularly conducting events like Greenathon, Saveathon and Plogathon to promote green coverage, water conservation and reduce 'Ooplastic pollution



**Ms. Ashima, Group Head, Corporate Social Responsibility, HDFC Bank said** *"We are honored to participate in an opportunity that improves the local community and the environment. We firmly believe that by planting a tree, we will help restore our natural resources and create a healthier planet that looks after us all. Let us all pledge to make this planet greener by planting more trees."*

**Mr. Sanjeev Kumar said** *"As a responsible corporate citizen, we are always looking for ways in which we can create a positive impact on the environment and give back to society. Our forest cover is a precious natural resource and we are committed to doing our part to protect it. We also encourage people to switch to paperless options like electronic statements for their banking needs and I am sure that together we can make a difference"*

Apart from planting trees, HDFC Bank is working to raise customer awareness on environmental issues. Customers are encouraged to actively participate in protecting the environment through small steps such as email statements instead of paper as part of the bank's 'My Green Legacy' campaign.

HDFC Bank has started its Uttarakhand journey in 2003 with the launch of its very first branch in the city of Dehradun at Rajpur Road. In Uttarakhand as a socially responsible corporate citizen, the bank has brought about *#Parivartan* in the lives of over 7.2 lakh people. *#Parivartan*, which means change, is the Bank's endeavour to bring about a sustainable change in society.

As of December 31, 2019, the bank had a network of 45 branches and 93 ATMs in Uttarakhand

### **About HDFC BANK**

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

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