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## NEWS RELEASE

HDFC Bank Ltd.  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013.  
CIN: L65920MH1994PLC080618

### **HDFC Bank to organize *Saveathon* at Guntur to create awareness on water scarcity**

**Guntur (Andhra Pradesh), March 03, 2020:** HDFC Bank today announced the launch of *Saveathon* – a run with a noble cause, in the city. *Saveathon* aims to create awareness about an issue that is staring all of humanity in its face – water scarcity.

HDFC Bank *Saveathon* is scheduled for Sunday, March 8, 2020. It will be flagged off from NTR Stadium, Guntur. Participants can choose from the categories of 5 and 2 kilometres and take a pledge to save water. Based on the response here, more such runs could be held in other parts of the state.

**Mr. Mukundan Alavoor, Circle Head – Andhra Pradesh, HDFC Bank** said, “We witness water scarcity in many parts of the country particularly during summer. Our own city is not an exception. While authorities are taking steps to mitigate this, citizens can also contribute by saving water, by following simple routines like turning off water taps when not required and rainwater harvesting. Through HDFC Bank *Saveathon*, we hope to carry this message far and wide by creating awareness among citizens of Guntur.”

The Guests of Honour Mrs. C. Anuradha, Municipal Commissioner, Guntur and Mr. Rama Kumar, DSP Traffic, Guntur Urban have also lent their support to this initiative.

Guntur is an ancient city situated about 40 miles (64 km) to the north of the Bay of Bengal, on the Eastern Coastal Plains. As per the 2011 census the city is the third most populous in the state with a population of over 7.40 lakhs. It is a part of Visakhapatnam-Guntur Industrial Region, a major industrial corridor in the country. The city is known for its chilli, cotton and tobacco exports and has the largest chilli market yard in Asia.

#### **About HDFC BANK**

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

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