

HDFC Bank's #SalaamDilSey Initiative to Pay Tribute to Doctors

- ***#SalaamDilSey is a national platform for general public to show gratitude to doctors for their tireless service during the pandemic***

Mumbai, July 01, 2021: HDFC Bank's #SalaamDilSey initiative, a national platform for general public to show gratitude to doctors for their tireless service during the pandemic, to pay tribute to doctors across the country.

Launched on June 23, #SalaamDilSey encourages one and all to take a moment to acknowledge and celebrate the contribution of doctors and provides a platform to show their gratitude to doctors, who are bravely fighting the pandemic, at the risk of their own lives.

As part of this initiative, the bank has created a web platform www.salaamdilsey.com wherein general public can logon on to the microsite and share the thank you message for doctors which can be immediately shared via e-mail, social media, and WhatsApp.

As a token of thanks from the bank to all doctors across the country, the bank virtually felicitated Padma Bhushan Dr Naresh Trehan, a renowned Cardiovascular and Cardiothoracic surgeon. He is Chairman & Managing Director, and Chief Cardiac Surgeon at Medanta -The MediCity, a 1500 bedded multi super specialty institute.

On National Doctors' Day, the bank will unveil 'Wall of Dedication' – set up on the façade of HDFC Bank's Corporate Office in Worli – where a collage of thank you messages for doctors from across the country will be displayed.

On the occasion, the bank also released an anthem – A Musical Tribute – to doctors, featuring bank staff from remotest locations across the country. Click here to watch the anthem video: <https://www.youtube.com/watch?v=Z18vExrkWD0>

"With #SalaamDilSey, we are expressing our profound gratitude to doctors, who have been resolutely leading the fight against the pandemic, at the risk of their own lives," says Ms. Smita Bhagat, Group



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Head – Government, Institutional Business, BC Partnerships, Inclusive Banking & Start-ups, HDFC Bank. *“The year gone by has been tougher for doctors, who have been working tirelessly, round the clock. There’s no better time than the National Doctors’ Day, to join one and all, and say a big Thank you to all doctors across the length and breadth of the country.”*

About HDFC BANK

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