

HDFC Bank to organise one of the largest Blood Donation drive across 1200+ cities and 6,000 centres

Mumbai, December 6, 2023, HDFC Bank, India's leading private sector bank is planning to organise the 15th edition of its nationwide '**Blood Donation Drive**' starting from Friday, December 8, 2023. Under its flagship CSR programme Parivartan, it will conduct the Blood Donation camps across 6,000 centres in 1200+ cities of India.

Over 4.5 lakh donors are expected to participate in this year's blood donation drive. HDFC Bank is set to mobilise a diverse range of donors, including employees, customers, corporates, Defence forces and local community members. In a unique approach this year, HDFC Bank has launched a film called '**Feeling of Saving Someone**' https://www.youtube.com/watch?v=gsrGO8_GBKI encouraging people to donate blood. The film encourages individuals to contribute to this life saving cause and emphasises the critical need for blood donation. This film will be released across all digital platforms of the Bank. It will also create awareness among the public about the impact of their contributions and inspire mass participation in the campaign.

Those who wish to donate blood can locate the centre nearest to them by checking the Bank's website at the following link:

https://leads.hdfcbank.com/applications/webforms/apply/Blood_Donation_Campaign/index.aspx

Mr. Bhavesh Zaveri, Executive Director, HDFC Bank said, "At HDFC Bank we take great pride in encouraging people to participate in this endeavour, as every drop of blood donated is a potential life saver. With our 15th All-India Blood Donation drive, we wish to give citizens a platform to participate and make their contribute towards this noble cause."

The initiative was started in 2007 with just 88 centres and 4000 donors, which was run only among Bank employees. Over the years the scope of the drive was widened to include college students, corporates and Army and service personnel. It received recognition and certification from Guinness World RecordsTM as the 'Largest (single-day, multiple venue) Blood Donation Drive' in 2013. In 2022 the Bank collected over 1.25 lakh units of blood. Some of the significant donors came from the 1500+ colleges, 550+ corporates and 105+ Defence and service personnel who participated in the Blood Donation drive. The large scale and broad base of HDFC Bank's Blood



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CIN: L65920MH1994PLC080618

Donation Drive has led to significant contribution towards increasing the overall blood collections of the country.

About HDFC Bank

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