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## **HDFC Bank's 'Gift of Warmth' Initiative Supports Vulnerable Communities During Winter in Punjab and Himachal Pradesh**

**Chandigarh, February 13, 2025** – In an effort to support vulnerable people during the cold winter months, HDFC Bank, India's leading private sector bank, launched an initiative - "Gift of Warmth". The objective was to bring together staff, customers and the community to donate winter essentials.

The initiative was aimed at ensuring that relevant communities in Jalandhar, Hoshiarpur and select regions of Himachal Pradesh were provided with much-needed warmth during the harsh winter season.

As part of this effort, HDFC Bank installed donation drop boxes at its branches across locations, encouraging both staff and customers to contribute winter essentials such as blankets and woollens clothing. These contributions were then distributed to those in need, ensuring a better winter experience for them.

This initiative was rolled out across 45 branches of HDFC Bank in Punjab and Himachal Pradesh. Over a period of two weeks the Bank collected 12 boxes with more than 500 clothes and were distributed to over 300 underprivileged people.

To maximise the impact of the campaign, HDFC Bank collaborated with Aakhri Umeed, a dedicated NGO working for the betterment of underprivileged communities.

**Mr. Dinesh Luthra, Branch Banking Head - North, HDFC Bank said,** "Through this drive we were able to spread a little warmth during the winter. This stemmed from our larger philosophy of empowering communities and driving positive social change. *We also thank our NGO partner Aakhri Umeed for their support.*"

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