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HDFC Bank Ltd.
HDFC Bank House,
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Mumbai - 400 013.
CIN:
L65920MH1994PLC080618

HDFC Bank inaugurates blood storage unit in Ajmer, Rajasthan

- **Part of the Bank's 13th annual national blood donation drive**

Ajmer (Rajasthan), November 29, 2019: In a first-of-its-kind initiative, HDFC Bank has set up a Blood Storage Unit in Ajmer, Rajasthan. Set up in JLN Hospital, one of the prominent government hospitals in Ajmer, the blood storage unit will help reduce the deficit of safe blood available for transfusion. The initiative is a part of #Parivartan, the Bank's umbrella brand for all its social development programmes.

- HDFC Bank's new Blood storage unit can store up to 2,400 units of blood
- Existing capacity of the hospital storage unit is 1500 units of blood
- Total combined storage capacity at JLN Hospital is now 3,900 units of blood
- According to reports, one unit of blood can save up to 3 lives

At a function organised in the hospital, the blood storage unit was inaugurated by Dr. Raghu Sharma, Health Minister, Govt of Rajasthan along with Mr. Raghunatha Reddy, Sr Vice President, Wholesale Banking Operations. and Mr. Veer Bhadur Singh, Principal & Controller, JLN Medical College in the presence of other senior bank officials.

HDFC Bank has been committed to work towards bridging the blood deficit in India since 2007 and holds the world record for organising the largest single-day Blood Donation Drive in December 2013. Over the last years 12 years starting 2007, the bank has so far successfully collected more than 1.2 million units of blood. During the course of these drives, it was found that increasing the blood storage capacities at various blood banks is as important as blood donation to ensure safe blood is available for transfusion. Subsequently, the bank has set up blood storage units in following hospitals across India.

State	Location
Rajasthan	SMS Govt Hospital, Jaipur
	MBS Govt Hospital, Kota
	MDMH Govt Hospital, Jodhpur



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	JLN Govt Hospital, Ajmer
Bihar	Government Anumandaliye Hospital, Naugachia
Madhya Pradesh	District Government Hospital, Harda
	MY Rao Govt Hospital, Indore
Gujarat	Community Health Centre, Tarapur
	Sri Satya Sai Hospital, Ahmedabad
Tamil Nadu	Arignar Anna Government Hospital, Sriperumbudur
Jammu & Kashmir	Sub District Hospital (CHC), Akhnoor

The Bank will also organise the 13th edition of its national Blood Donation Drive across the country on December 6. This drive is part of HDFC Bank's #Parivartan; its umbrella brand for all its social initiatives.



"Blood is precious, more so in our country which suffers from an acute demand-supply gap. The setting up of a storage unit is another step to ensure that people in Ajmer have immediate access to blood in an emergency. As a socially responsible corporate citizen, we are always looking at ways in which we can bring about #Parivartan in the lives of general populace." said **Mr. Bhavesh Zaveri, Executive Director, HDFC Bank.**

About HDFC BANK

For more information please log on to: www.hdfcbank.com

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