

HDFC Bank sets GUINNESS WORLD RECORD™

- **Organises largest single-day blood drive with 61,902 participants**
- **1,115 blood donation camps held across 709 locations in India**

Mumbai, April 21, 2014: HDFC Bank has created a new GUINNESS WORLD RECORD™. The Annual Blood Donation Drive organised by the bank in December 2013 has been recognised as the largest effort of its kind across the globe.

"The largest blood donation (multiple venues) involved **61,902** participants and was achieved by HDFC Bank Ltd. (India), with **1,115** blood donation camps held across **709** locations in India on December 6, 2013," states the official citation from GUINNESS WORLD RECORD™.

This unique record was possible only due to the support of the volunteers that came forward to be a part of the campaign. Through this campaign which is now in its seventh year, HDFC Bank is providing a critical resource for sustaining lives – blood..

Mr Aditya Puri, MD, HDFC Bank unveiled the GUINNESS WORLD RECORD™ plaque at a multi-city press event. Speaking about the initiative, Mr Puri said, "We thank each and every person who has been a part of this journey over the years, helping us to create a sustainable solution to reduce the shortage of safe blood in India. Sustainability is a core value at HDFC Bank and the blood drive is one of many such initiatives that focus on this value. We want to give back to society by creating long-term solutions, rather than providing short-term relief."

Mr. Bhavesh Zaveri, Country Head - Operations, HDFC Bank, who has been spearheading this initiative for seven years, said, "There is no artificial substitute for blood, and every drop collected could help save a life. Since we started this initiative in 2007, we have increased the number of locations with every passing year in order to involve as many people in this noble cause. We hope to continue to raise awareness on this important issue and encourage even more volunteers to come forward in the future. We are honoured that our efforts have been recognised."



We understand your world

NEWS RELEASE

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

Among other sustainability initiatives, HDFC Bank also provides access to finance and skills training to families at the Bottom of the Pyramid, and access to education and financial literacy, which is the life-blood of financial independence.

About HDFC BANK

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 28.5 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 19 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of December 31, 2013, the Bank had a distribution network with 3,336 branches and 11,473 ATMs in 2,104 cities/towns.

For the quarter ended December 31, 2013, the Bank's total income was INR 127.39 billion (₹ 12,739.0 crore) as against INR 108.18 billion (₹ 10,818.1 crore) for the quarter ended December 31, 2012. Net revenues (net interest income plus other income) were INR 67.83 billion (₹ 6,783.1 crore) for the quarter ended December 31, 2013, as against INR 59.09 billion (₹ 5,909.4 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended December 31, 2013, was INR 23.25 billion (₹ 2,235.7 crore), up by 25.1% over the corresponding quarter ended December 31, 2012.

Total income for the year ended March 31, 2013, was INR 419.175 billion (₹ 41,917.5 crore).

Leading Indian and international publications have recognised the bank for its performance and quality.

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

For media queries please contact:

Neeraj Jha
Head, Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)
Fax: 91 - 22 - 2490 3168
Mobile: 09323620828
neeraj.jha@hdfcbank.com