

Press Release

For immediate publication

## **HDFC Bank partners with Manipal Global Education on a program to groom its future Branch Managers**

### ***One month exclusive programme to groom managers for Branch-Head position***

**Bengaluru, <date>, 2015:** HDFC Bank has partnered with Manipal Global to set up the Leadership Academy for Branches (LAB), under the aegis of which a one-month residential program is being launched to groom HDFC bank managers for Branch-Head positions. The program will be held at Manipal Academy of Banking campus in Bengaluru.

The program, devised after intense consultations between HDFC Bank and Manipal Global, is aimed at empowering managers with specialized skills and to enhance their growth prospects within the bank.

Delivered in simulated banking environment, the program includes a considerable amount of hands-on training in people management, sales orientation, process governance, regulatory compliance and risk management. The bank managers who complete the programme will become eligible for branch head roles.

Mr. ~~<name, designation>~~ Philip Mathew, Chief People Officer, said, "The new program will help enhance the skills of our managers, who are the face of the organization, and teach them ways to address new and critical challenges faced by Branch heads in a dynamic environment. We partnered with Manipal Global because of their expertise and experience in the banking training industry. The customised program is focused on delivering the learning outcomes expected by HDFC Bank."

Speaking about the initiative, ~~<name, designation>~~ said, "We are pleased to enter the collaboration with HDFC Bank to mentor and prime bank managers to communicate business interests effectively in the global business environment. Our association underlines Manipal Global Education Services' constant endeavor to provide quality education and skills training and we look forward to providing more innovative exclusive programmes for HDFC Bank."

Manipal Global has launched several joint initiatives like this with leading banks and financial institutions, offering learning solutions to over 27 Banks and Financial Institutions. With a focus on developing necessary competencies and building domain knowledge, Manipal Global's solutions fulfil the human resource needs of the banking and financial sectors to enhance productivity of banks by transforming their human capital.

**About HDFC Bank**

### **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 March 31, 2014, the Bank had a distribution network with 3,403 branches and 11,256 ATMs in 2,171 cities/towns.

For the quarter ended March 31, 2014, the Bank's total income was INR 127.9 billion (₹12,790.0 crore) as against INR 111.27 billion (₹11,127.5 crore) for the quarter ended March 31, 2013. Net revenues (net interest income plus other income) were INR 69.54 billion (₹6,954.1 crore) for the quarter ended March 31, 2014, as against INR 60.98 billion (₹6,098.9 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended March 31, 2014, was INR 23.26 billion (₹2,326.5 crore), up by 23.1% over the corresponding quarter ended March 31, 2013.

Total income for the year ended March 31, 2014, was INR 490.55 billion (₹49,055.2 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](http://www.hdfcbank.com)

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### **About Manipal Global Education Services**

Manipal Global Education Services, [www.manipalglobal.com](http://www.manipalglobal.com), is the leading India-headquartered international provider of high-quality higher education services. Its ambit includes a wide range of higher education services to institutions in India, corporate training programmes in partnership with leading enterprises, vocational training across a number of sectors, as well as technology-driven services in areas such as testing and education delivery. It is also the dedicated service provider/operator of university campuses in Malaysia, Antigua in the Caribbean, Dubai and Nepal. It services and supports over 400,000 students currently, many of them through its award-winning large scale technology platform, EduNxt™.

Manipal Global Education Services believes that industry relevance is the key construct in career-focused education in India. This has led to the development of innovative partnerships, with City & Guilds UK to launch IndiaSkills, and, with leading Indian banks like ICICI Bank, Bank of Baroda, Punjab National Bank, Andhra Bank, Axis Bank, Kotak Mahindra Bank and others to establish academies of banking & finance. Its other strategic investments include MeritTrac, India's leading testing & assessment company, and iRize, a leading creator of the employment ecosystem in India.



**For media queries, please contact**