

HDFC Bank contributes for the flood affected in Meghalaya

- ***Donates Rs. 1 crore to Chief Minister's Relief Fund as immediate relief measure***

Shillong (Meghalaya), August 23, 2019: HDFC Bank today contributed Rs 1 crore to Meghalaya Chief Minister's Relief Fund, as an immediate relief gesture for the flood-affected parts of the state. This is a part of the Bank's #Parivartan programme, the umbrella brand for all its social initiatives. It is the Bank's way of contributing to long-term, sustainable change in society as a whole.

The cheque was handed over to the Hon'ble chief minister Shri Conrad Sangma by HDFC Bank officials Mr. Sandeep S Kumar, Branch Banking Head – East; and Ms. Minoo Biswas, Circle Head, Northeast.

*"We stand with the people of Meghalaya in this time of distress," said **Ms. Nusrat Pathan, Head, Corporate Social Responsibility, HDFC Bank Ltd.** "Apart from contributing to the CM's relief fund, the bank's ongoing Holistic Rural Development Programme will empower rural communities by improving economic and social conditions. This is a small token of our effort to help bring normalcy in the lives of the people affected by the natural disaster."*

Speaking on this, **Mr. Sandeep Kumar, Branch Banking Head - East, HDFC Bank** said "At HDFC Bank, we believe in giving back to the communities we operate in. Through this initiative; we hope to create a positive impact in the recovery process from the natural disaster in Meghalaya."

Under #Parivartan, the bank works extensively in Meghalaya. It has undertaken Holistic Rural Development (HRDP) in over 45 villages of East Khasi Hills and Ri Bhoi districts of the state. It includes 12 villages of East Khasi Hills district and 33 of Ri Bhoi district. The initiative will benefit over 2,800 households which translates to approximately 11,000 individuals.

HRDP seeks to better village life by focussing on improvements in 5 key areas of:

- 1) Education
- 2) Skills Training and Livelihood Enhancement
- 3) Natural Resources Management
- 4) Water and Sanitation
- 5) Financial Literacy and Inclusion.



NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

Under this unique programme, a thorough assessment of the village is carried out to understand its developmental needs. To address these needs in a sustainable and effective manner, the Bank creates long-term solutions in partnership with an NGO and the local community. The beneficiaries of HRDP include small farmers, youth, landless labourers, children and women.

The Bank's local NGO partners including Aroh Foundation, FXB, SACH, and AFPRO will help provide on-ground help in the process.

About HDFC Bank:

To know more about HDFC Bank, log on to www.hdfcbank.com.

About HDFC Bank Parivartan:

We believe that a nation truly develops when its communities find sustainable means of livelihood. Under HDFC Bank Parivartan, our umbrella for social initiatives, we reach out to communities and enable them to shift from a vicious cycle of poverty to a virtuous cycle of growth. Stemming from our core value of sustainability, this approach empowers millions to be self-reliant and in effect, become partners in the growth of our nation. Taking one step at a time, we aim to pave the way for a brighter future. To read more, click here: <https://www.hdfcbank.com/csr/index.aspx>

For media queries please contact:

Rajiv Banerjee

Vice President, Corporate Communications
HDFC Bank Ltd., Mumbai.

Tel: 91 - 22 - 66521307 (D) / 6652 1000 (B)

Mobile: 09920454102

rajiv.banerjee@hdfcbank.com