

## **HDFC Bank to hold 'Blood Donation Drive' on Friday, Dec 6**

- ***India's largest single-day blood donation drive***
- ***Over 4,200 blood donation camps to be set up in 1,100 cities & towns***
- ***1.2 million units of blood collected over 12 years***

**Mumbai (Maharashtra), November 30, 2019:** HDFC Bank will organise the 13<sup>th</sup> edition of its national Blood Donation Drive on December 6. Over 4,200 blood donation camps will be set up in 1,100+ cities & towns to enable greater participation.

This drive is part of HDFC Bank's *Parivartan*; its umbrella brand for all its social initiatives where the objective is to make the safe blood available for transfusion. According to reports, India faces shortfall of over 40 million units of safe blood for transfusion.

Over the last 12 years, through this annual blood drive recognized by Guinness in 2013, the Bank has collected about 1.2 million units of blood. According to experts, 1 unit of blood can save up to 3 lives.

In the run-up to December 6, the Bank has launched the 'Donate Blood. Stay Healthy' campaign. It focuses on health benefits of donating blood regularly which lowers the risk of ailments such as cancer, heart attack, diabetes, cholesterol, and liver related illnesses.

To pledge support and find the location of the camp nearest to you, please [click here](#). Alternately, the bank's ATMs also now have the ability to help you find the nearest blood donation centres / blood banks where any voluntary donor can donate blood.



*"We invite one and all to give the gift of blood," said Mr. Bhavesh Zaveri, Country Head – Operations, HDFC Bank. "The blood you donate can save up to 3 lives. In doing so, for you, it can lower the risk of several ailments such as cancer and heart attack, among others. As a socially responsible corporate citizen, we are working towards bridging the shortfall of safe blood, to ensure it is available for transfusion when required. Join us in this movement. Donate Blood. Stay Healthy."*



## NEWS RELEASE

HDFC Bank Ltd.  
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CIN: L65920MH1994PLC080618

Location	No. of Camps
HDFC Bank Branches	1097
Colleges	1,151
Corporates	595
Other locations	1,289
Police and Defence Areas	95
Grand Total	4,227

### Here's some information about the blood donation process:

- Every blood donor is given a mini-physical, checking the donor's temperature, blood pressure, pulse and hemoglobin to ensure it is safe for the donor to give blood
- The actual blood donation typically takes less than 10-12 minutes. The entire process, from the time you arrive to the time you leave, takes about an hour and 15 minutes
- Previous blood donation by a participant should be more than 3 months prior

### **About HDFC BANK**

For information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

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