HDFC Bank sets up blood storage unit in Jodhpur, Rajasthan

- *It is bank's 3rd blood storage unit in Rajasthan; First in Jodhpur*

Jodhpur (Rajasthan), August 28, 2019: In a first-of-its-kind initiative, HDFC Bank has set up a Blood Storage Unit in Jodhpur, Rajasthan. Set up in Mathuradas Mathur Hospital, the largest government hospital in Jodhpur, 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 2,500 units of blood
- Existing capacity of the hospital storage unit is 2,000 units of blood
- Total combined storage capacity at MM Govt Hospital is now 4,500 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 Shri B. L. Kothari, Divisional Commisioner, Jodhpur along with Mr. Prakash Rajpurohit, District Collector, Jodhpur; Mr. Prafulla Kumar, Police Commissioner, Jodhpur; and Mr. S. S. Rathore, Principal, S. N. Medical College in the presence of Mr. Raghunatha Reddy, Vice President, Wholesale Banking Operations, HDFC Bank.

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

NEWS RELEASE

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

	MBS Govt Hospital, Kota
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

"Blood is precious, more so in our country which suffers from an acute demand-supply gap, said **Mr. Bhavesh Zaveri, Head, Operations, HDFC Bank**. *"The setting up of a storage unit is another step to ensure that people in Jodhpur 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."*

About HDFC BANK

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

For media queries please contact:
Sanjay Ojha
Deputy Vice President, Corporate Communications HDFC Bank Ltd.,
Mumbai. Tel: 91 - 22 - 6652 1000 (B) Mobile: 09835314249
sanjay.ojha3@hdfcbank.com