

HDFC Bank achieves 200th branch milestone in Tamil Nadu

Launches 2-member rural mini-branch in unbanked village of Peedampalli

Coimbatore, (Tamil Nadu) June 26, 2014: HDFC Bank Ltd today reached an important milestone of 200 branches in Tamil Nadu. The 200th branch is a 2-member mini-branch located in the unbanked village of Peedampalli in the Coimbatore district of the state.

The new branch was inaugurated by Mr Kumaravel, President, Peedampalli Panchayat, in the presence of Mr. Dhiraj Relli, Branch Banking Head, HDFC Bank, Mr. R Suresh, Zonal Head, HDFC Bank and other senior officials of the bank.

The new branch will cater to the local population of just over 3,500 in and around Peedampalli. It is located at No:4/40, Sri Ram Garden, Papampatti Main Rd, Peedampalli, Coimbatore Dist. Tamil Nadu.

With this launch, the Bank now has about 40% of its network in Tamil Nadu located in semi-urban and rural areas of the state.

Speaking about the milestone, Mr. Dhiraj Relli, Branch Banking Head, HDFC Bank said: "Our extensive 200-branch network in Tamil Nadu reiterates our commitment to take formal banking services to every part of the state. Our objective is to empower more people in Tamil Nadu by offering our full range of banking services, even in rural areas, thus making a difference in their lives. At a national level, HDFC Bank has 55% of its branches in semi-urban and rural areas and is continuously extending its reach in the hinterland in its endeavour to support inclusive growth ..

Speaking at the launch, Mr. R Suresh, Zonal Head, HDFC Bank said, "The journey to reach the 200th branch milestone in Tamil Nadu has been extremely fulfilling, right since the launch of our first branch in ITC Centre, Mount Road, Chennai in 1995. We are expanding into deeper geographies with increased intensity, and we look forward to bringing a whole new world of convenience and flexibility to customers across the state."

A mini branch is one of the new-format branch models introduced by the Bank, to take formal banking services to people in unbanked and underbanked areas. It enhances the Bank's efforts towards achieving its financial inclusion goal. The Bank has a board mandated objective to bring 10 million families (50 million Indians) into the banking fold.

The mini branch is designed to be cost-effective by maximizing efficiency of space, infrastructure, technology and processes. The product range at a mini branch is comparable to that in a traditional branch and the two members are available to provide customers an array of services. The two-person branch works closely with the nearest large branch, operating as hub and spoke to cater to a particular geography and ensure that all products and services are made available to customers.

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

The Bank has made significant headway in its multichannel servicing strategy in Tamil Nadu, providing customers the use of its complete range of products and services. It offers, under one roof, products ranging from basic services such as Savings Account, Fixed Deposits, Current Account, Two-wheeler loan, Auto loan, Commercial Vehicle Loan, Kisan Gold Card, Agri and Commodities Loans to direct access banking channels such as, PhoneBanking, NetBanking and International Credit and Debit Cards.



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

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.

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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

For media queries please contact:

Freeda D'Souza
Deputy Vice President, Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 6652 1251 (D) / 6652 1000 (B)
Fax: 91 - 22 - 2490 3168
Mobile: 09892962607
freeda.dsouza@hdfcbank.com

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