

HDFC Bank opens rural mini-branch in Alampur, achieves 250th branch milestone in Uttar Pradesh

- **New branch set up in unbanked area to support inclusive growth**

Varanasi, (Uttar Pradesh) September 12, 2013: HDFC Bank Ltd today announced the launch of its first branch in the unbanked village of Alampur near Alinagar in Uttar Pradesh, taking its total network to 250 branches in the state. The new branch is a rural mini-branch serviced by two members, and it will allow the local population of around 5000 to access formal banking services in their village for the first time.

A mini branch is one of the new-format branch models introduced by the Bank, to take formal banking experience 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 (40 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.

The branch in Alampur was inaugurated by Dr Subodh Kumar Singh, MD, MCH and President's Gold Medal Recipient, in the presence of Mr Arun Mediratta, Zonal Head, HDFC Bank and Mr. Ravinder Bhatia, Zonal Head, HDFC Bank and other senior officials of the bank.

Speaking about the new branch, Mr. Gulzar Singh, Branch Banking Head, North, HDFC Bank said: "Our extensive 250-branch network reiterates our commitment to take formal banking services to every part of Uttar Pradesh, particularly the unbanked and underbanked areas. This brings us closer to the people of the state, and by offering them our full range of banking services, we hope to make a difference in their daily lives. At a national level, the Bank has 53% 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. Arun Mediratta said, "The journey to reach the 250th branch milestone in Uttar Pradesh has been extremely fulfilling, right since the launch of our first branch in Hazratganj in 1997. Customer response to our products and services so far has been very encouraging. We are happy to be part of the local community and look forward to bringing a whole new world of convenience and flexibility to customers across the state."

The new branch will cater to the needs of the local population who have hitherto had no access to formal banking services. It is located at Village Alampur, Near Alinagar Police Station, Tehsil Sakaldiha, District Chanduli - 232108. The branch is headed by Mr. Ashish Chand.

The Bank has made significant headway in its multichannel servicing strategy in Uttar Pradesh, 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.

As of June 30, 2013, the Bank has a national distribution network of 3,119 branches and 11,088 ATMs in 1,891 cities/towns across the country. At a national level, the Bank has 53% 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.

As of March 31, 2013, the Bank brought over 6.4 million households who were hitherto excluded from basic banking services, into the banking fold.

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 June 30, 2013, the Bank's total income was INR 115.88 billion (₹11,588.6 crore) as against INR 98.25 billion (₹9,825.2 crore) for the quarter ended June 30, 2012. Net revenues (net interest income plus other income) were INR 63.44 billion (₹6,344.3 crore) for the quarter ended June 30, 2013, as against INR 53.01 billion (₹5,301.8 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2013, was INR 18.439 billion (₹1,843.9 crore), up by 30.1% over the corresponding quarter ended June 30, 2012.

Total income for the year ended March 31, 2013, was INR 419.175 billion (₹41,917.5 crore).

Leading Indian and international publications have recognised the bank for its performance and quality.

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NEWS RELEASE

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