

HDFC Bank launches 11 mini branches in rural locations in Andhra Pradesh

- **Each mini branch comprises 2 persons; Total number of two-person branches of the Bank in the state rises to 25**
- **HDFC Bank steps up branches in rural areas to support inclusive growth**

Peddapur, Medak (Andhra Pradesh) August 21, 2013: HDFC Bank Ltd today announced the launch of 11 mini branches in rural locations across Andhra Pradesh. Each mini branch, made up of two persons, will complement the Bank's existing traditional branch set up in the state, allowing it to reach out to more people in rural geographies.

A mini branch is one of the formats introduced by the Bank to take formal banking experience to people in unbanked and underbanked areas. It augments 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) within the banking fold.

The Bank's newest 2-person mini branches at 11 locations include Peddapur in Medak district, Chimrajpalle, Vannel, Mugpal and Nadepalle in Nizamabad district, Bommakal, Jeelgul, Reddipalle and Kondapalkala in Karimnagar district, Neelapalle in East Godavari district, and Zinkibhadra in the Srikakulam district.

With these launches, the Bank now has 25 two-person branches in the state. This takes the total number of branches in Andhra Pradesh to 228.

Speaking at the launch at Peddapur, Mr. Madhusudan Hegde, Branch Banking Head, HDFC Bank said: "The growth of our network in Andhra Pradesh reiterates our commitment to support inclusive growth and take banking services to every part of India. With the mini branches format, we are able to offer rural customers our full-range of products through a viable model without compromising on the quality of our service offering."

"HDFC Bank has taken the lead among private sector banks in Andhra Pradesh to start mini branches in rural areas, the first two mini branches were launched last year. The new mini branches will further consolidate our presence in rural parts of the state. Customer response at these branches has been very encouraging and acceptance of our product offering has been high. We are happy to be part of the local community and look forward to bringing a whole new world of convenience and flexibility to our customers at the new locations," he added.

A 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 new branch at Peddapur was inaugurated by Mr. A Dinakar Babu, IAS, Collector and District Magistrate, Medak district, Sangareddy, in the presence of Mr Badri Vishal, Cluster Head, HDFC Bank, and Mr Mukundan Alavoor, Cluster Head, HDFC Bank and other senior officials of the bank.

Peddapur, a village by the national highway, in Medak district is well known for its ancient Kali temple and the stone idols and monuments found around it. Medak itself is renowned for its beautiful temples and the Medak Fort.

The Bank's two-person rural branches will offer customers world-class banking services under one roof ranging from basic services such as Savings Account, Fixed Deposits, Current Account, Two-wheeler loan, Auto loan, Tractor Loan, Commercial Vehicle Loan, Kisan Gold Card, Agri and Commodities Loans to direct access banking channels such as ATM, PhoneBanking, NetBanking and International Credit and Debit Cards.

HDFC Bank has the largest network among private sector banks In Andhra Pradesh. Last year, it added 41 new branches and 190 ATMs in the state. As of June 30, 2013, the Bank had a distribution network with 3,119 branches and 11,088 ATMs in 1,891 cities/towns across the country.

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.

As of June 30, 2013, the Bank had a distribution network with 3,119 branches and 11,088 ATMs in 1,891 cities/towns.

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.



NEWS RELEASE

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