



NEWS RELEASE

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

HDFC Bank launches 87 branches in one day across Punjab and Haryana

- **Bharat Credit Card for farmers also launched**
- **Majority of the branches opened in rural areas**

Chandigarh, November 25, 2012: HDFC Bank, the second largest private sector bank, launched 87 rural branches across the states of Punjab and Haryana. Punjab Chief Minister Prakash Singh Badal inaugurated 51 branches in the state. In Haryana, 36 branches were launched by Chief Minister Bhupinder Singh Hooda. These are 3-4 member full-service branches located primarily in the rural areas. The launch of rural branches reflects HDFC Bank's commitment to push deeper into the rural areas and bring millions of Indians into the banking fold.

Along with the launch of rural branches, HDFC Bank also launched HDFC Bank VISA Bharat credit card. The credit card is an exclusive card targeted towards farmers and agriculturists and provides a wide range of offerings. The new global credit card has special features designed with Indian farmers and their shopping needs in mind. The card will offer farmers' cash back on every purchase as well as a waiver on petrol surcharge on fuel transactions between Rs 400 and Rs 5000. The launch of Bharat credit card is in line with the Bank's objective to offer a wide portfolio of products and services to farmers, who constitute a large section of the rural population in the country.

The push into deeper geographies is part of HDFC Bank's Board approved mandate to bring 10 million unbanked families (40 million individuals) into the banking fold. The launch of these branches, largely in the rural areas, will further enhance the thrust to achieve the mission of providing world class banking products and services across the length and breadth of the country. Not only is the Bank expanding across tier 2 and 3 towns and cities, but also to remote locations like Mangaliya Sadak in Madhya Pradesh, Kargil, Leh in the North and in the interiors of Meghalaya in the North East.

"We are committed to providing efficient, technology driven banking products and services across India to help bring about inclusive growth. The launch of the 87 full-service rural branches reiterates this commitment and we are confident that our endeavour will help in the economic development of the rural areas in the state of Punjab and Haryana," said Navin Puri, Country Head, Branch Banking, HDFC Bank.



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“Agriculture is a critical sector of the Indian economy and forms the backbone of our country. The role of farmers in the economic development is vital. Just like the Doctor's credit card and credit card for Teachers', HDFC Bank through the launch of Bharat credit card hopes to fulfill the needs and desires of this important segment of the society. The Bharat Credit Card will not only provide timely financial support to agriculturists when they require it, but also give them access to many additional features and benefits. This is a global credit card for Indian farmers,” said Parag Rao, Senior Executive Vice President, Business Head, Credit Cards & Merchant Acquiring Services, HDFC Bank.

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 25 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 17 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of September 30, 2012, the Bank had a distribution network with 2,620 branches and 10,316 ATMs in 1,454 cities.

For the quarter ended September 30, 2012, the Bank's total income was INR 98.698 billion (₹9,869.8 crore) as against INR 79.294 billion (₹7,929.4 crore) for the quarter ended September 30, 2011. Net revenues (net interest income plus other income) were INR 50.768 billion (₹5,076.8 crore) for the quarter ended September 30, 2012, as against INR 41.562 billion (₹4,156.2 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2012, was INR 15.60 billion (₹1,560.0 crore), up by 30.1% over the corresponding quarter ended September 30, 2011.



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The Bank's total balance sheet size increased by 19.5% to INR 3,773.75 billion (₹377,375 crore) as of September 30, 2012. Total deposits were INR 2,741.30 billion (₹274,130 crore) as of September 30, 2012.

Total income for the year ended March 31, 2012, was INR 325.3004 billion (₹32,530.04 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:

Neeraj Jha
Head, Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)
Fax: 91 - 22 - 2490 3168
Mobile: 093236 20828
neeraj.jha@hdfcbank.com