

HDFC Bank launches rural Financial Literacy Initiative in Goa

- **To conduct financial literacy camps at 39 rural branches, for over 75 villages**

Panjim, (Goa), July 26, 2013: HDFC Bank, the second-largest private bank in the country, today launched its Rural Financial Literacy Initiative in Goa under the aegis of the RBI. HDFC Bank will conduct financial literacy camps in 39 rural branches across Goa.

Each branch will serve two neighbouring villages, enabling both adults and school children from over 75 rural communities in the state to attain a conceptual understanding of financial products and services. This initiative is in line with the central bank's recent circular which recommended that banks should scale up financial literacy efforts in rural areas through their branch networks.

HDFC Bank will use the Financial Literacy Guide, provided by the RBI as the standard curriculum while conducting these camps. This material is currently available in Hindi and English. HDFC Bank has gone a step further in Goa and is the first bank to translate the guide into Konkani, which is the local language. This has been done in consultation with the RBI and will greatly increase the impact and efficacy of these camps in Goa.

The Financial Literacy Guide is a comprehensive document that contains a note for trainers, guidelines for banks on how to conduct the camps, and financial literacy material. It also contains as well as a Financial Diary to track expenditure and a set of 16 posters. The purpose of this guide is to create financial awareness and educate the common man on a number of topics such as management of money, importance of savings, advantages of saving with banks, other facilities provided by banks and benefits of borrowing from banks.

Speaking at the launch, Mr Ravi Narayanan, Branch Banking Head, HDFC Bank, said, "We are honoured to reach out to the people of Goa under the guidance of the RBI. Through this financial literacy initiative we are helping people in rural areas to make informed and effective decisions regarding the use and management of their money. This is in addition to bringing more people into the banking fold by going deeper into rural geographies and extending our reach in the hinterland in order to support inclusive growth."

HDFC Bank now has 53% of all branches in its network located in semi-urban and rural areas. It has 63 branches in Goa of which 41 are located in rural or semi-urban areas. As of June 30, 2013, the Bank had a distribution network with 3,119 branches and 11,088 ATMs in 1,891 cities/towns.

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.

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

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