

HDFC Bank launches rural Financial Literacy Initiative in Gujarat

- **To conduct literacy camps at 68 branches, for over 136 villages**
- **First bank to translate curriculum from Reserve Bank of India into Gujarati**

Koteshwar, (Gujarat), September 2, 2013: HDFC Bank Ltd today launched its rural Financial Literacy Initiative in the village of Koteshwar, near Ahmedabad, in Gujarat, under the aegis of the Reserve Bank of India (RBI). This initiative complements HDFC Bank's efforts to support inclusive growth and take formal banking services to the remote corners of India.

HDFC Bank will conduct financial literacy camps at 68 rural branches across Gujarat reaching out to both adults and school children from over 136 villages in the state.

Through this initiative, the bank will conduct a series of three literacy camps in every village, and each rural branch will hold this programme in two neighbouring villages over the next year. These camps will give participants a conceptual understanding of financial products and services, using material provided by the RBI. HDFC bank is the first to translate the content into Gujarati, increasing the impact and efficacy of these camps in the state.

HDFC Bank will use the Financial Literacy Guide & posters, 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 Gujarat and is the first bank to translate the Financial Literacy Material into Gujarati language.** This has been done under the aegis of the RBI and will allow the participants to understand the material in the language they are most comfortable with.

The Financial Literacy Guide is a comprehensive document that contains a note for trainers, guidelines on how to conduct the camps, and financial literacy material. It also contains a Financial Diary to track expenditure and a set of 17 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.

HDFC Bank has a board mandated objective to bring 10 million families (40 million Indians) into the banking fold. Financial literacy is an essential part of this approach as it empowers people to make informed financial decisions, leading to an overall improvement in their economic life. This initiative is in also accordance with the central bank's recent circular which recommended that banks should scale up financial literacy efforts in rural areas through their branch networks.

Speaking at the launch, Mr Ravi Narayanan, Regional Branch Banking Head, HDFC Bank, said, "Financial literacy is a powerful tool to empower the rural populace. The financial literacy programme, under the guidance of RBI, will help people in rural areas make informed and effective decisions regarding the use and management of their money. Greater knowledge on the benefits of financial products and services accelerates the pace of financial inclusion."

HDFC Bank now has 270 branches in Gujarat, of which 71 are located in rural areas and an additional 100 are located in Semi-urban areas. Across India, 53% of all branches in its network are located in semi-urban and rural areas. As of June 30, 2013, the Bank had a national distribution network of 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.

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.

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

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