

HDFC Bank opens 400th branch in Maharashtra

- **Launches 2-member rural mini-branch in unbanked village of Lonkhairi**

Nagpur, (Maharashtra) August 20, 2014: HDFC Bank Ltd today reached an important milestone of 400 branches in Maharashtra. The 400th branch is a 2-member mini-branch located in the unbanked village of Lonkhairi in the Kamptee Taluka of the Nagpur district of the state.

The new branch will cater to the local population of just over 2,000 in and around Lonkhairi. The 350 families in this largely agricultural economy have hitherto had no access to formal banking services.

The branch was inaugurated by Mr. Satish Bhoyar, Sarpanch, Lonkhairi, and Mr. Hemant Pawar, IAS, Additional. Commissioner, Nagpur Municipal Corporation, in the presence of Mr. Sarang Dani, Circle Head, HDFC Bank and other senior officials of the bank. It is located at HDFC Bank Ltd, Ground Floor, Gram Panchayat, Loankhairi (Nanda), Taluka - Kamptee, District – Nagpur, 441111.

HDFC Bank has more than doubled its branch network in Maharashtra in the past five years, on its journey to the 400th branch milestone. This journey began with its very first branch in the country, which was set up at Sandoz House in Mumbai in 1995. HDFC Bank is today reaching out to an increasing number of people across the state.

Speaking about the milestone from Mumbai, Mr. Amit Kumar, Branch Banking Head, HDFC Bank said: "Our extensive 400-branch network in Maharashtra reiterates our commitment to take formal banking services to every part of the state. Our objective is to empower more people in Maharashtra by offering our full range of banking services, even in rural areas, thus making a difference in their lives. At a national level, HDFC Bank has 55% 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. Sarang Dani, Circle Head, HDFC Bank said, "The journey to reach the 400th branch milestone in Maharashtra has been extremely fulfilling, right since



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the launch of our first branch in Mumbai. We are expanding into deeper geographies with increased intensity, and we look forward to bringing a whole new world of convenience and flexibility to customers across the state.”

A mini branch is one of the new-format branch models introduced by the Bank, to take formal banking services 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 (50 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.

As of June 30, 2014, the Bank had a distribution network with 3,488 branches and 11,426 ATMs in 2,231 cities/towns.

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



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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, 2014, the Bank had a distribution network with 3,488 branches and 11,426 ATMs in 2,231 cities/towns.

For the quarter ended June 30, 2014, the Bank's total income was INR 130.70 billion (₹13,070.7 crore). Net revenues (net interest income plus other income) were at INR 70.22 billion (₹7,022.2 crore) for the quarter ended June 30, 2014. Net Profit for the quarter ended June 30, 2014, was INR 22.33 billion (₹2,233.0 crore), up by 21.1% over the corresponding quarter ended June 30, 2013.

Total income for the year ended March 31, 2014, was INR 490.55 billion (₹49,055.2 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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