

**HDFC Bank ties up with Postal Department, extends Rural Reach****- Private-Public Alliance to offer Loan against Securities -**

**Kochi, December 12, 2008:** HDFC Bank, one of India's premier banks has entered into an agreement with Department of Posts to offer Loan against Securities (LAS), National Savings Certificate (NSC) & Kisan Vikas Patra (KVP) in the state of Kerala.

This facility seeks to offer liquidity of investment to the large number of NSC / KVP customers of these Post Office SB Schemes during the lock in period of their investment in these instruments. The loan will be offered in the form of an overdraft facility and the customers will be given a Cheque book & ATM / Debit card to operate the account. In addition to the above, the customers can also avail of the International Banking facilities viz. Internet Banking, Phone banking etc.

This tie-up will enable HDFC Bank to reach the interiors of the state and address the personal needs of customers in semi urban and rural areas through the post office, and provide good banking facilities to them. While the bank already has a rural presence, the large network of post offices will give the bank a wider reach. HDFC Bank will offer its loan products at the 21 Head Post Offices in Central Postal Region in Kerala.

Speaking on the occasion, **Mr. Biju Pillai, Executive Vice President & Business Head - Loan Against Securities, Personal Loan & Home Loan, HDFC Bank** said, "This is an ideal example of private-public alliance. The reach and local knowledge of the Post Office personnel, coupled with the world-class product offerings from HDFC Bank should result in a successful partnership.". He further added, "This initiative is part of the bank's endeavour to reach out to the rural population of the region, and offer them speedy and transparent product offerings at reasonable rates."

**Ms. Shoba Koshy, Postmaster General, Central Region, Kerala** said, 'We are happy to partner with HDFC Bank in this endeavour. India Post believes in providing value to all its customers. This facility (LAS) is an attractive value addition to our products, which could also stimulate the demand for them".

The agreement was signed by Mr. K.K. Devis, Asst. Director Business Development & Marketing, India Post and Mr. P.V. Unnikrishna Pillai, Asst. Vice President – Retail Assets, HDFC Bank in the presence of Ms. Shoba Koshy, Postmaster General, Central Region, Kerala.

**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 over 11 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 13 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As on September 30, 2008, the Bank had a network of 1412 branches and 2890 ATMs in 528 cities across India.

For the quarter ended September 30, 2008, the Bank reported a net profit of INR 5.28 billion (Rs528crore), up 43.3%, over the corresponding quarter ended September 30, 2007. Total income for the quarter ended September 30, 2008 grew by 62.9% to INR 46.34 billion (Rs4634.3crore) over the corresponding quarter



We understand your world

## NEWS RELEASE

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

ended September 30, 2007. As of September 30, 2008 total deposits were INR 1337.81 billion, (Rs133,781crore) up 46.9% over the corresponding quarter ended September 30, 2007. Total balance sheet size too grew by 41.3% to INR 1,717.65 billion (Rs171,765crore).

Total income for the year ended March 31, 2008 grew by 52% to INR 123.98 billion (Rs. 12398.2crore) over the corresponding year ended March 31, 2007.

Leading Indian and international publications have recognized the bank for its performance and quality.

For more information please log on to: [www.hdfcbank.com](http://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](mailto:neeraj.jha@hdfcbank.com)