



NEWS RELEASE

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

HDFC Bank Launches India's First Teacher's Credit Card

Mumbai, September 5, 2012: HDFC Bank, India's second largest private sector bank and the largest issuer of credit cards in the country, today announced the launch of India's first credit card for teachers. The launch on September 5 coincides with the celebration of Teacher's Day, which marks the birthday of India's former President and a renowned teacher, Dr S. Radhakrishnan.

The Teacher's credit card offers special features like multiple reward points, weekend bonanza points, petrol surcharge waiver and 500 teacher's day special gift reward points credited annually on Teachers day.

Click here to view the launch ceremony: <http://youtu.be/b7jXNWg4Yqo> [L-R] At the National launch of HDFC Bank Teachers Credit Card in Mumbai, today, Mr. Atul Barve, SVP & Regional Head, Branch Banking, HDFC Bank and Mr. Parag Rao, Sr. Executive Vice President, Business Head, Credit Cards & Merchant Acquiring Services, HDFC Bank hands over the first Teachers Credit Card to Mrs. M. Chandrashekhar, Principal, Bombay Scottish School.

With a combined market size of more than 450 million students and growth rates of 10-15% expected over the next decade, Education is one of the largest service sectors in India. The industry is also largely fragmented with over 95% held in the unorganized sector. Research indicates a huge demand supply mismatch, only corrected with an approx. investment of USD 100bn by 2014. With the total market of education institutions expected to increase to Rs. 2,500 billion by the end of 2012; the education sector will have attractive margins. *Source: CSFB Report, KPMG Analysis*

Commenting on the launch, **Mr. Parag Rao, Sr. Executive Vice President, Business Head, Credit Cards & Merchant Acquiring Services, HDFC Bank**, said, "Education is a top priority for Indians and the Guru-Shishya parampara is held in high regard in the country. Like the doctor's credit card that we launched recently, HDFC Bank's Teachers Credit Card is a small token of appreciation towards lakhs of teachers across India who play a pivotal role in shaping the lives of millions of children. HDFC Bank believes in providing diversified products to an extensive customer base, which includes professionals like teachers, doctors, etc. We are adapting to industry specific needs, particularly sectors that haven't been adequately tapped into."

HDFC Bank is the largest issuer of credit cards in the country with a customer base of 5.60 million as of March 31, 2012.

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.



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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 June 30, 2012, the Bank had a distribution network with 2,564 branches and 9,709 ATMs in 1,416 localities.

For the quarter ended June 30, 2012, the Bank's total income was INR 95.369 billion (₹9,536.9 crore) as against INR 70.98 billion (₹7,098 crore) for the quarter ended June 30, 2011. Net revenues (net interest income plus other income) were INR 50.135 billion (₹5,013.5 crore) for the quarter ended June 30, 2012, as against INR 39.68 billion (₹3,968 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2012, was INR 14.174 billion (₹1,417.4 crore), up by 30.6% over the corresponding quarter ended June 30, 2011.

The Bank's total balance sheet size increased by 25.9% to INR 3,600.01 billion (₹360,001 crore) as of June 30, 2012. Total deposits were INR 2,575.31 billion (₹257,531 crore) as of June 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 recognized the bank for its performance and quality.

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

Photo caption : [L-R] At the National launch of HDFC Bank Teachers Credit Card in Mumbai, today, Mr. Atul Barve, SVP & Regional Head, Branch Banking, HDFC Bank and Mr. Parag Rao, Sr. Executive Vice President, Business Head, Credit Cards & Merchant Acquiring Services, HDFC Bank hands over the first Teachers Credit Card to Mrs. M. Chandrashekhar, Principal, Bombay Scottish School.

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