

HDFC Bank's 'Blood Donation Drive' on Friday, Dec 8

- ***Donors can donate at over 2,000 camps in 950+ cities***

Mumbai (Maharashtra), December 03, 2017: HDFC Bank Ltd., will hold its nationwide Blood Donation Drive on December 8. People between the age group 18-65 can walk-in to any of the over 2,000 Blood Donation Camps in 950+ cities to donate blood. To find the location of the camp nearest to you, please visit HDFC Bank website.

Location	No. of Camps
HDFC Bank Branches	970
Colleges	650
Corporates	250
Other locations	200
Police and Defence Areas	29
Grand Total	2099

Here's some information about the blood donation process:

- Every blood donor is given a mini-physical, checking the donor's temperature, blood pressure, pulse and hemoglobin to ensure it is safe for the donor to give blood
- The actual blood donation typically takes less than 10-12 minutes. The entire process, from the time you arrive to the time you leave, takes about an hour and 15 minutes
- Previous blood donation by a participant should be more than 3 months prior

The Blood Donation Drive is a CSR initiative of Parivartan, HDFC Bank's umbrella brand for all its social development programmes. HDFC Bank commenced its annual Blood Donation drive in 2007 to reduce the deficit of safe blood available for transfusion. According to the latest (2012) World Health Organisation (WHO) report, there is a need for 12 million units of blood as compared to the 9 million units collected annually in India. As of now, India faces a blood shortage of 3 million units. It is the largest single-day Blood Donation Drive in the country. Over the years, through this initiative, HDFC Bank has collected over 6,90,000 units of blood. According to experts, 1 unit of blood can save up to 3 lives.



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



“HDFC Bank’s Blood Donation drive is not an initiative but a movement. We are committed to harness the potential of the masses to bridge the deficit of blood available for transfusion, to save as many lives as possible. I urge you to consider donating blood. Come, be a part of this mission,” **said Mr. Bhavesh Zaveri, Country Head – Operations, HDFC Bank.**



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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 37 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 23 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of September 30, 2017, the Bank had a distribution network with 4,729 branches and 12,259 ATMs in 2,669 cities/towns.

For the quarter ended September 30, 2017, the Bank's total income was INR 232.76 billion (Rs 23,276.2 crore) as against INR 199.70 billion (Rs 19,970.9 crore) for the quarter ended September 30, 2016. Net revenues (net interest income plus other income) increased by 22.6% to INR 133.58 billion (Rs 13,358.0 crore) for the quarter ended September 30, 2017 as against INR 108.94 billion (Rs 10,894.5 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2017 was 41.51 billion (4,151.0 crore), up 20.1%, over the quarter ended September 30, 2016.

Total income for the quarter ended September 30, 2017 was INR 232.76 billion (Rs 23,276.2 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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