

Mastercard & HDFC Bank launch '#CelebrateHERoes' campaign to support the cause of women empowerment

New Delhi, 22 August 2016 – Mastercard in partnership with HDFC Bank has launched a Priceless Surprises campaign, “#CelebrateHERoes”. The cardholders from HDFC Bank can nominate their special hero who has been contributing towards the cause of women empowerment and they will stand a chance to win exciting prizes. Flipkart is the marquee retail partner of this campaign. This is for the first time, Mastercard is inviting cardholders to give back to society through its collaboration with other partners.

“Women empowerment remains at the heart of Mastercard and with the launch of this campaign, we will further raise awareness and support the unsung heroes who are working towards this cause.” said **Porush Singh, Country Corporate Officer and Division President, South Asia, Mastercard**. “Mastercard is excited to have partnered with HDFC Bank and Flipkart in celebrating this wonderful cause and rewarding our cardholders with Priceless Surprises.”

“At HDFC Bank, we believe that by empowering women we can make a difference in the lives of an entire household and help create sustainable communities. This philosophy is embedded in a number of our businesses and projects that we undertake as a socially responsible corporate citizen. Through this campaign, which is closely aligned with our philosophy, we hope we can encourage even more people to be a part of this endeavor,” said **Parag Rao, Country Head - Card Payment Products and Merchant Acquiring Services, HDFC Bank**.

Also speaking on the campaign, **Kalyan Krishnamurthy, Head- Category Design, Flipkart** said, “Flipkart has always believed in transforming commerce and adding value to customers in India through innovative modes of engagement. This initiative by Mastercard is a unique way to instill the thought women empowerment and we are happy to partner with them and inspire millions of individuals who shop on Flipkart.

As part of this initiative, Mastercard cardholders from HDFC Bank can submit nominations on impactful stories relating to a person or their hero making a meaningful difference to the lives of women in India. The participant who sends in the best nomination will stand a chance to win a grand prize of a free trip for two people to the United States of America and the nominee will get a grant of INR 10 Lakhs. Seven more finalists will receive Flipkart vouchers of INR 50,000 each. The gratification, for the seven nominees, will also expand to felicitate and recognize these leading heroes in everyday life through a reward of INR 8 Lakhs each to contribute to a cause of their choice.

The campaign kicks off with the launch of a video showcasing Anil Kapoor urging people to come forward and make that difference towards encouraging and supporting women in their own little ways. The video has been planned and created by McCann Erickson and produced by Sniper.

Anil Kapoor, Actor & Producer said, “I am excited to be part of this campaign. I happy to celebrate the real heroes, who are making a difference in women’s lives for a better and empowered society. This is my chance to be part of something Priceless.”

Nominations can be sent on CelebrateHeroes@hdfcbank.com or on [Mastercard Facebook page](#) - with #CelebrateHERoes. The best nominations would be adjudged by a distinct panel of jury selected by Mastercard and HDFC Bank.

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About Mastercard

Mastercard (NYSE: MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world's fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. Mastercard's products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MastercardAP](https://twitter.com/MastercardAP) and [@MastercardNews](https://twitter.com/MastercardNews), join the discussion on the [Beyond the Transaction Blog](#) and [subscribe](#) for the latest news on the [Engagement Bureau](#).

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

As of June 30, 2016, the Bank had a distribution network with 4,541 branches and 12,013 ATMs in 2,587 cities/towns.

For the quarter ended June 30, 2016, the Bank's total income was INR 193.22 billion (Rs 19,322.6 crore) as against INR 165.03 billion (Rs 16,503.0 crore) for the quarter ended June 30, 2015. Net revenues (net interest income plus other income) were INR 105.88 billion (Rs 10,588.1 crore) for the quarter ended June 30, 2016, as against INR 88.50 billion (Rs 8,850.7 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2016, was INR 32.38 billion (Rs 3,238.9 crore), up by 20.2% over the corresponding quarter ended June 30, 2015.

Total income for the year ended March 31, 2016, was INR 709.73 billion (Rs 70,973.2 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

About Flipkart

Flipkart is India's largest e-commerce marketplace with over with over 60% market share of mobile commerce. With a registered customer base of 75 million, Flipkart offers more than 40 million products

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across 80+ categories including Smart Phones, Books, Media, Consumer Electronics, Furniture, Fashion and Lifestyle.

Launched in October 2007, Flipkart is known for its path-breaking services like Cash on Delivery, experience zones and a 10-day replacement policy. Flipkart was the pioneer in offering services like In-a-Day Guarantee (50 cities) and Same-Day-Guarantee (13 cities) at scale. With over 85,000 registered sellers, Flipkart has redefined the way brands and MSME's do business online.

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