

HDFC Bank launches ForexPlus Platinum Card

- Premium Forex Card For The Global Indian-

Mumbai, Oct 21, 2011: HDFC Bank has become the first major Indian bank to offer a premium prepaid traveller's card called **ForexPlus Platinum Card** (http://www.hdfcbank.com/personal/cards/prepaid_landing.htm). It's a chip-based card that offers best-in-class security by making card data immune to skimming.

The ForexPlus Platinum Card is also the only prepaid traveller's card that offers a 0.5% cash-back on purchases made. For instance, if a customer spends Rs 2 lakh on the card, he will be entitled to a cash-back of Rs 1,000. Also, it is the only Platinum Travel Card in the industry that offers free Lounge access across major International airports, thus going that extra mile in making the customers' International Travel a pleasing experience.

Available in all three major international currencies, Dollar, Euro, Pound, the card offers reload facility even when the cardholder is abroad. However, the Bank's other ForexPlus card offers 10 currencies.

But what really sets ForexPlus Platinum apart is the fact that it enjoys the support of the industry's best netbanking features like online back-up card activation, online hotlisting, statements and e-commerce transactions. Additionally, the user can use the Free SMS alerts across the world on his local destination mobile number, thereby making him alert to all transactions made on the card. The mobile number registration and change can be done easily at the HDFC Bank website. A free back-up is provided in case of any accidental loss, and in the event of the loss of the primary, the user can simply hotlist the primary card, and transfer the balance to the activated backup card, thus ensuring a hassle-free travel. On return to India, the balance on the card can easily be converted to the INR at very competitive rates.

With this initiative, HDFC Bank now has another offering that will be useful to the high-flying Global Indian.

Navtej Singh, Head, Direct Payment Products, HDFC Bank, said: "We believe that the ForexPlus Platinum Card's great combination of security, premium features and cash-back facilities make it the product to beat in the category. We are confident this one-of-its-kind product will change the way one perceives a forex card."



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About HDFC BANK

HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its over 21 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. As of September 30, 2011, the Bank had a distribution network with 2,150 branches and 6,520 ATMs in 1,141 cities.

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 16 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality. Leading Indian and international publications have recognized the bank for its performance and quality.

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

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