

Date	7 th July 25
Publication	Outlook
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CSR That Empowers

HDB Financial Services transformative impact through community empowerment, environment protection and promotion of sustainable growth across India

Driving Transformative Impact: How HDBFS Champions Sustainable Growth Through Purpose-Driven CSR

At HDB Financial Services (HDBFS), Corporate Social Responsibility (CSR) is central to our mission of creating lasting impact. We drive sustainable impact by empowering underserved communities, safeguarding our environment, and championing inclusive growth. CSR is embedded in our core values and operations, our strategy is to seamlessly integrate community development, social responsibility, and environmental responsibility across all our activities.

What is the underlying philosophy or purpose behind the brand's CSR efforts?

At HDBFS, our philosophy for CSR is all about seamlessly weaving community development, social responsibility, and environmental responsibility into everything we do. We're driven by the purpose of main-streaming economically, physically, and socially challenged groups, bringing them into a cycle of growth, development, and empowerment. Ultimately, we strive for prosperity in a responsible and sustainable way, ensuring that our success goes hand-in-hand with making a difference in society and uplifting disadvantaged communities.

How does the brand guarantee its CSR activities have a tangible and significant impact?

It's about purpose-driven initiatives that aim for sustainable and responsible prosperity. Our CSR interventions are specifically designed to address critical areas such as improving financial literacy and inclusion, promoting public health, empowering youth through skill development and education. Our activities include Transport Aarogyam Kendra, providing physiotherapy to truck drivers, Project Sneha, reducing nutritional anemia among women and children, and Skill Development Centers offering vocational training to youth and adults etc.

We partner with development-focused NGOs, involve local communities, and work closely with systems and frontline staff to achieve desirable social outcomes sustainably.

A dedicated CSR & ESG committee monitors projects for relevance, reach, and outcomes, ensuring efforts genuinely contribute to societal and environmental well-being across India.

How is the brand weaving sustainability and responsibility into its business model a core function?

Sustainability and responsibility are inherent in our business model at HDBFS. All CSR initiatives stem from values of integrity, respect, excellence, simplicity, collaboration, agility, and each initiative creates both social & financial impact. We aim for high impact initiatives like recharging groundwater table through conservation efforts,



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empowering women & farmers through trainings on alternate livelihoods, & making quality healthcare accessible at affordable rates.

What are some key CSR initiatives and achievements in recent years?

Over the past decade, HDBFS has made a significant impact, investing in CSR initiatives that have positively transformed lives across India.

Our commitment is clearly reflected in the tangible outcomes of our key programs. For instance, our Transport Aarogyam Kendra has provided vital physiotherapy and healthcare services to truck drivers, directly addressing their unique health challenges. Project Sneha has made a remarkable difference by helping women combat nutritional anemia, improving maternal and child health. We've also empowered the next generation through Skill Development, training youth and adults in employable skills across both rural and urban areas. Our Water Conservation efforts have restored lakes, bolstering local water security.

