

*With over three-decades of investment lineage....*

## **HDFC Ltd. Launches Systematic Savings Plan**

*~ The First Ever Variable Rate Installment Deposit Plan ~*

**Mumbai; February 2, 2010:** HDFC Ltd. *India's premier housing finance company*, is introducing 'HDFC Systematic Savings Plan' [HDFC SSP], a first-of-its-kind deposit product, which offers a variable rate of interest. It is a monthly savings plan, where one can deposit a fixed sum every month to accumulate a larger capital for future needs. This plan will be available **February 3, 2010 onwards** to all resident individuals in **select Indian cities** where ECS facility is available.

**Announcing the launch of the HDFC Systematic Savings Plan, Mr. V.S. Rangan, Executive Director, HDFC Ltd. said,** *"HDFC has always been quick to recognize the market pulse and set higher benchmarks of service delivery through introduction of pioneering products and services. HDFC SSP is a disciplined approach to wealth creation. It allows the investor to adopt a systematic and dedicated approach to financial planning by inculcating a regular savings habit according to his convenience and ability. We have developed this unique installment plan keeping in mind the safety and growth requirements of especially the younger working individuals. For investors looking at earning assured returns over a 2-5 year horizon, SSP will surely emerge as an attractive investment avenue."*

HDFC *Systematic Savings Plan* offers medium to long-term installment options, where the depositor can choose any period between 24 and 60 months and monthly installment amount can range from Rs. 2000 to Rs. 50,000. Being a variable interest rate plan, the rate of interest applicable is linked to the benchmark rate, reset at the beginning of each calendar quarter. The current interest rates for this plan **with effect from February 3, 2010** are 7% p.a., 7.25% p.a. and 7.75% p.a. for 24-35 months, 36-59 months and 60 months respectively.

### **Product Features**

- Variable Rate of Interest
- Attractive Rate of Interest
- Wide Tenure
- Easy Payment Mode

The key-differentiating factor of HDFC SSP is that it offers depositors a secure and steady way to grow their savings.

**HDFC SSP is also safe from the volatility of the capital market and the variable interest rate offering ensures that the depositor gets the benefit of higher rate when interest rates increases.** The ECS (debit clearing) facility makes investing in HDFC SSP convenient for all.

HDFC Ltd., has displayed consistent performance for over three decades and today is the largest deposit mobilizer outside the banking system in India. With a deposits base of **over Rs. 22,000 crore**, depositor base of **over 10 lakh** and a strong distribution network of **over 25,000 deposit agents**, HDFC is well equipped to offer a host of deposit products with different maturities catering to the unique needs of every investor be it individuals, trusts, institutions or corporate bodies.

HDFC Deposits provide **Highest Safety, Attractive Returns and Impeccable Service Standards.** HDFC is the only institution in India to have received '**AAA**' rating from 2 leading credit rating agencies - CRISIL and ICRA for **fifteen consecutive years** for its deposits program, thus building maximum trust and confidence year-on-year.