

News Release

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HSBC INDIA ANNOUNCES INR 10 CRORE GRANT TO HELPAGE

HSBC becomes a top donor to HelpAge in India

HSBC announced a donation of INR 10 crore to HelpAge India's Project Gaman which focuses on livelihoods and healthcare intervention in five locations in India. With this grant, HSBC becomes one of the top donors to HelpAge in India.

Project Gaman focuses on eradicating poverty, enhancing livelihood opportunities for the elderly, promoting facilities for reducing social and economic inequalities faced by senior citizens and providing healthcare to destitute elders. The Project's aim is to form 1,000 Elder Self Help Groups (ESHG) in Kolaghat (West Bengal), Vidarbha (Maharashtra), Bahour (Pondicherry), and Chottupal (Telangana), and provide essential primary health services (via four Mobile Medicare Units) to senior citizens and their communities in New Delhi, Kolkata, Mumbai and Hyderabad.

Stuart P Milne, Group General Manager and CEO, HSBC India said, "With growing life expectancy, India is also witnessing an ageing population. The critical challenges faced by the elderly are lack of regular income, economic dependence and failing health. This results in rapid reduction in the quality of life of the elderly. Therefore, there is a growing need to support our senior citizens, especially those with limited financial means. HSBC is delighted to partner with HelpAge in implementing this life-changing project."

Till date, under Project Gaman, over 5,200 beneficiaries have received 18,000 treatments under the health programme and close to 12,000 elders have received livelihood support via the formation of 900 self-help groups.

Matthew Cherian, CEO, HelpAge India said, "HSBC has partnered with HelpAge India for a 3-year Livelihoods and Healthcare intervention. The project, Gaman, spread across five Indian states, emphasizes on eradicating poverty, enhancing livelihoods, reducing social and economic inequalities, and providing healthcare to disadvantaged elderly. HelpAge India is grateful to HSBC for the Bank's invaluable support towards the cause and care of the needy aged."

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About HSBC India

The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through 50 branches and 140 ATMs across 29 cities.

HSBC is one of India's leading financial services groups, with over 33,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in

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the country. It is a leading custodian in India. Nearly 6% of India's trade passes through HSBC. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country.

About HSBC Group

HSBC Holdings plc, the parent company of the HSBC Group, is headquartered in London. The Group serves customers worldwide from around 4,400 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,608bn at 30 June 2016, HSBC is one of the world's largest banking and financial services organisations.

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