

News Release

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HSBC hosts Helping Hands Mela 2017 at its branches in India

Scheduled from 9 October to 17 October, 2017

HSBC's Helping Hands Mela, a unique annual event that brings NGOs from across the country into HSBC's premises, is scheduled this year from 9 October to 17 October, 2017.

During this period, HSBC invites local NGOs into its branches to display their products, which ranges from arts and craft, accessories, hand crafted jewelry, home linen, stationary, diyas to food items such as jam, pickles and chutneys. It gives NGOs and communities an opportunity to sell its products at prime HSBC locations to customers and the public. The proceeds of the sale go towards supporting the causes and the communities the NGOs serve.

This is the 17th year of the Mela and around 70 NGOs will be participating in 22 HSBC branches across 11 cities. Branches in Bangalore, Chandigarh, Chennai, Gurgaon, Hyderabad, Kochi, Kolkata, Mumbai, New Delhi, Noida, Pune will host the Mela.

The Mela also provides HSBC employees an opportunity to interact closely with NGOs and understand the issues facing communities around them.

Aloka Majumdar, Head of Corporate Sustainability, HSBC India said, "We welcome all our customers and the public to the Helping Hands Mela being held at our branches. Together, we can make it a huge success by purchasing products displayed, thus raising funds which will be put towards the development and welfare of communities."

HSBC takes pride in its contribution to communities in the areas in which it operates and is a responsible corporate citizen working in the areas of education, financial inclusion, environment and climate change.

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HSBC and Sustainability

HSBC's corporate sustainability strategy includes the development of sustainable business opportunities, management of its own environmental footprint, and its community investments. The bank has a long term commitment to the communities in which it operates. Our financial inclusion initiatives support education of children from underprivileged communities, life skills training for disadvantaged youth and financial literacy and entrepreneurship capacity building for rural women in marginalised communities. HSBC's environmental initiatives support water harvesting, habitat and biodiversity conservation, sustainable livelihoods, water and climate change awareness.

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**The Hongkong and Shanghai Banking
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At HSBC, employee volunteering is a core component of our commitment to supporting the communities and also provides our employees with the opportunity to experience and learn about the issues that matter in their community and to apply this knowledge and experience at work.

For more information on HSBC's sustainability initiatives in India, please visit www.hsbc.co.in.

About HSBC India

The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through 26 branches across 14 cities.

HSBC is one of India's leading financial services groups, with over 37,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in 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.

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