

"FOR PRIVATE CIRCULATION ONLY"



HDB FINANCIAL SERVICES LIMITED

Registered Office: Radhika, 2nd Floor, Law Garden Road, Navarangpura, Ahmedabad: 380009
Tel: 022- 39586300; Fax: 022-39586666; Website: <http://www.hdbfs.com/>; E-mail: rohit.bhase@hdbfs.com

DISCLOSURE UNDER SCHEDULE I OF SEBI (ISSUE AND LISTING OF DEBT SECURITIES) REGULATIONS, 2008 AND SEBI (ISSUE AND LISTING OF DEBT SECURITIES) (AMENDMENT) REGULATIONS, 2012

Issue of 1200 (1500 including Green Shoe Option) Secured Redeemable Non-Convertible Debentures (Debentures) of the face value of Rs.10,00,000 each for cash, aggregating to Rs.120 crores, with Green Shoe Option to retain oversubscription to Rs.150 crores, on a Private Placement Basis

GENERAL RISK: For taking an investment decision, investors must rely on their own examination of the issue, the disclosure document and the risk involved. The Securities have not been recommended or approved by SEBI nor does SEBI guarantee the accuracy or adequacy of this disclosure document. Investors should carefully read and note the contents of the Information Memorandum/Disclosure document. Each potential investor should make its own independent assessment of the merit of the investment in Debentures and the Issuer Company. Potential Investor should consult their own financial, legal, tax and other professional advisors as to the risks and investment considerations arising from an investment in the Debentures and should possess the appropriate resources to analyze such investment and suitability of such investment to such investor's particular circumstance. Potential investors are required to make their own independent evaluation and judgment before making the investment and are believed to be experienced in investing in debt markets and are able to bear the economic risk of investing in such instruments.

ISSUER'S ABSOLUTE RESPONSIBILITY: The Issuer, having made all reasonable inquiries, accepts responsibility for, and confirms that this Disclosure Document contains all information with regard to the Issuer and the Issue, which is material in the context of the Issue, that the information contained in this Disclosure Document is true and correct in all material respects and is not misleading in any material respect, that the opinions and intentions expressed herein are honestly held and that there are no other facts, the omission of which makes this document as a whole or any of such information or the expression of any such opinions or intentions misleading in any material respect. Mr. Haren Parekh, Head Finance or any of Directors of the company vide its Board resolution passed on November 27, 2013 has been authorized to issue Information memorandum and any other documents that may be required.

CREDIT RATING: "CARE AAA" by Credit Analysis & Research Limited (CARE) and "CRISIL AAA" by CRISIL Limited. Instruments with this rating are considered to offer high safety for timely servicing of debt obligations. Such instruments carry very low credit risk. The rating is not a recommendation to buy, sell or hold securities and investors should take their own decision. The rating may be subject to revision or withdrawal at any time by the assigning rating agency and each rating should be evaluated independently of any other rating. The ratings obtained are subject to revision at any point of time in the future. The rating agency has the right to suspend, withdraw the rating at any time on the basis of new information etc.

LISTING: The Secured Redeemable Non-Convertible Debentures are proposed to be listed on the Whole Sale Debt Market Segment of the Bombay Stock Exchange ('BSE')

ISSUER	DEBENTURE TRUSTEE	REGISTRAR TO ISSUE	ARRANGER
HDB Financial Services Limited	IDBI Trusteeship Services Limited	Link Intime India Pvt. Ltd.	HDFC Bank Limited Taurus Corporate Advisory Services Ltd.
Regd office: Radhika, 2 nd Floor, Law Garden Road, Navrangpura, Ahmedabad – 380009.	Regd office: Asian Building, Ground Floor, 17, R. Kamani Marg, Ballard Estate, Mumbai - 400 001	Regd office: C-13, Pannalal Silk Mills Compound, L.B.S. Marg, Bhandup (West), Mumbai – 400 078	Regd office: HDFC Bank House, Senapati Bapat Marg, Lower Parel (W), Mumbai – 400013. Regd office: 203/204, Cosmos Court, Opp. Indian Oil Petrol Pump, S. V. Road, Above Waman Hari Pethe Jewellers, Vile Parle (West), Mumbai - 400056
Corp office: Madhusudan Estate, Ground Floor, P.B. Marg, Lower Parel (W), Mumbai - 400013	Corp office: Asian Building, Ground Floor, 17, R. Kamani Marg, Ballard Estate, Mumbai - 400 001	Corporate office: C-13, Pannalal Silk Mills Compound, L.B.S. Marg, Bhandup (West), Mumbai – 400 078	Corporate Office: Investment Banking Division: 1st Floor, Trade World A Wing, Kamla Mills Senapati Bapat Marg, Lower Parel (W), Mumbai – 400013. Corporate office: 203/204, Cosmos Court, Opp. Indian Oil Petrol Pump, S. V. Road, Above Waman Hari Pethe Jewellers, Vile Parle (West), Mumbai - 400056
Tel: 022-39586300 Fax: 022-39586666	Tel: 022-40807008 Fax: 022-66311776	Tel: 022 - 25963838 Fax: 022 - 25962691	Tel: 022-40804108 Fax: 022-40804114 Tel: 022-61471100 Fax:022-26104920
E-mail : rohit.bhase@hdbfs.com	E-mail : ajit.guruji@idbitrustee.com	E-mail : ganesh.jadhav@linkintime.co.in	E-mail : paresh.soni@hdfcbank.com Email: hareshkumar@taurusgrp.com
Contact Person: Mr. Rohit Bhase, Company Secretary	Contact Person: Mr. Ajit Guruji, Vice President	Contact Person: Mr. Ganesh Jadhav, Asst. Vice President – Depository Operations	Contact Person: Mr. Paresh Soni Contact Person: Mr. Hareshkumar Mehta

HDB Financial Services Limited

Compliance Officer	Chief Financial Officer (Head-Finance)	Statutory Auditor	Credit Rating Agency
Mr. Rohit Bhase, Madhusudan Estate, Ground Floor, Pandurang Budhkar Marg, Lower Parel (West), Mumbai –	Mr. Haren Parekh Madhusudan Estate, Ground Floor, Pandurang Budhkar Marg, Lower Parel	M/s B S R & Co., Chartered Accountants, Lodha Excelus, 1 st Floor, Apollo Mills Compound, N. M. Joshi Marg,	Credit Analysis & Research Ltd., 4th floor, Godrej Coliseum, Somaiya Hospital Road, Off Eastern Express

13	(West), Mumbai -13	Mahalaxmi, Mumbai – 400011	Highway, Sion (East), Mumbai – 400 022 Crisil Limited, CRISIL House, Central Avenue, Hiranandani Business Park, Powai, Mumbai – 400076.
----	--------------------	-------------------------------	---

TABLE OF CONTENTS

Sr. No.	Title
1	Definitions
2	Disclaimer
3	General Information
4	Summary of Business / Activities
5	Brief history of issuer company since incorporation, details of reorganization/ changes in capital structure/borrowings
6	Consent from existing lenders
7	Terms pertaining to the issue
8	Application process
9	Risk Factors
10	Summary Term Sheet
11	Annexure I – Application Form
12	Annexure II - Rating Rationale
13	Annexure III - Trustee Consent Letter

1. DEFINITIONS

Term	Meaning
Application Form	The form in which an investor can apply for subscription to the Debentures as provided in Annexure I
Articles of Assn. / AoA	Articles of Association of HDB Financial Services Limited (HDB)
Board	Board of Directors of HDB
BSE	Bombay Stock Exchange Limited
CoR	Certificate of Registration. The Certificate of Registration obtained from the Reserve Bank of India under Sec.45 IA of Reserve Bank of India Act, 1934
CDSL	Central Depository Services (India) Limited
Company / Issuer / HDB	HDB Financial Services Limited
Companies Act	The Companies Act, 1956 and / or Companies Act, 2013, as may be applicable
Date of Allotment / Deemed Date of Allotment	The date on which allotment for the Issue is made.
Debentures / Securities	Debt Instruments/ NCD Secured, redeemable Non- convertible debentures issued / proposed to be issued pursuant to this Information Memorandum.
Depositories	CDSL and NSDL
Disclosure Document / Information Memorandum / Offer Document	This Information Memorandum through which the Debentures are being offered for private placement
DNBS	Department of Non- Banking Supervision (of RBI)
DP	Depository Participant
FY	Financial Year
GOI	Government of India
INR / Rs.	Rupees (Currency of Republic of India)
Investors	Those persons who fall under the category of eligibility to whom this information memorandum along with pricing supplement may be sent with a view to offering the debentures for sale on private placement basis through this information memorandum
Issue	The issue of 1200 (1500 including Green Shoe Option) Secured, redeemable non-convertible debentures of Rs.10,00,000/- each, aggregating to Rs.120 crores with Green Shoe Option to retain oversubscription upto Rs.150 crores, on a Private Placement Basis
NBFC	Non Banking Financial Company
NPA	Non Performing Asset (as defined in RBI guidelines)
NSDL	National Securities Depository Limited
RBI	Reserve Bank of India
SEBI	Securities and Exchange Board of India
SEBI Regulations	The Securities and Exchange Board of India (Issue and Listing of Debt Securities) Regulations, 2008 issued by SEBI, as amended from time to time.
Arranger	HDFC Bank Ltd.
TDS	Tax Deducted at Source
Debenture Trust Deed / Trust Deed	Debenture Trust Deed dated December 19, 2013 executed by and between the Company and the Debenture Trustee, the terms of which read along with this Information Memorandum shall govern the Issue.

2. DISCLAIMER

GENERAL DISCLAIMER

This document is neither a “Prospectus” nor a “Statement in Lieu of Prospectus” but a “Disclosure Document” prepared in accordance with Securities and Exchange Board of India (Issue and Listing of Debt Securities) Regulations, 2008 issued vide Circular No. LAD-NRO/GN/2008/13/127878 dated June 06, 2008 read along with Securities and Exchange Board of India (Issue and Listing of Debt Securities) (Amendment) Regulations, 2012 issued vide Notification No. LAD-NRO/GN/2012-13/19/5392 dated October 12, 2012. This document does not constitute an offer to the public generally to subscribe for or otherwise acquire the Debentures to be issued by HDB Financial Services Ltd. (the “**Issuer**”/ the “**Company**”/ the “**Issuer Company**” / “**HDB**”) The document is for the exclusive use of the prospective investors to whom it is delivered and it should not be circulated or distributed to any third parties. The Issuer certifies that the disclosures made in this document are generally adequate and are in conformity with the SEBI Regulations. This requirement is to facilitate investors to take an informed decision for making investment in the proposed Issue. The Company can, at its sole and absolute discretion change the terms of the Issue. The Company reserves the right to close the Issue earlier from the aforesaid date or change the Issue time table including the Date of Allotment at its sole discretion, without giving any reasons or prior notice. The Issue will be open for subscription at the commencement of banking hours and close at the close of banking hours. The Issue shall be subject to the terms and conditions of this Information Memorandum and other documents in relation to the Issue.

DISCLAIMER OF THE RESERVE BANK OF INDIA

The Securities have not been recommended or approved by the Reserve Bank of India nor does RBI guarantee the accuracy or adequacy of this document. It is to be distinctly understood that this document should not, in any way, be deemed or construed that the securities have been recommended for investment by the RBI. RBI does not take any responsibility either for the financial soundness of the Issuer Company, or the securities being issued by the Issuer Company or for the correctness of the statements made or opinions expressed in this document. Potential investors may make investment decision in the securities offered in terms of this Disclosure Document solely on the basis of their own analysis and RBI does not accept any responsibility about servicing / repayment of such investment.

DISCLAIMER OF THE SECURITIES & EXCHANGE BOARD OF INDIA

This Disclosure Document has not been filed with Securities & Exchange Board of India (SEBI). The Securities have not been recommended or approved by SEBI nor does SEBI guarantee the accuracy or adequacy of this document. It is to be distinctly understood that this document should not, in any way, be deemed or construed that the same has been cleared or vetted by SEBI. SEBI does not take any responsibility either for the financial soundness of any scheme or the project for which the Issue is proposed to be made, or for the correctness of the statements made or opinions expressed in this document. The issue of Debentures being made on private placement basis, filing of this document is not required with SEBI, however SEBI reserves the right to take up at any point of time, with the Issuer Company, any irregularities or lapses in this document.

DISCLAIMER OF THE ARRANGER

It is advised that the Issuer Company has exercised self-due-diligence to ensure complete compliance of prescribed disclosure norms in this Disclosure Document. The role of the Arranger in the assignment is confined to marketing and placement of the Debentures on the basis of this Disclosure Document as prepared by the Issuer Company. The Arranger has neither scrutinized/ vetted nor has it done any due-diligence for verification of the contents of this

Disclosure Document. The Arranger shall use this document for the purpose of soliciting subscription from eligible investors in the Debentures to be issued by the Issuer Company on private placement basis. It is to be distinctly understood that the aforesaid use of this document by the Arranger should not in any way be deemed or construed that the document has been prepared, cleared, approved or vetted by the Arranger; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the contents of this document; nor does it take responsibility for the financial or other soundness of the Issuer, its promoters, its management or any scheme or project of the Issuer Company. The Arranger or any of its directors, employees, affiliates or representatives does not accept any responsibility and/or liability for any loss or damage arising of whatever nature and extent in connection with the use of any of the information contained in this document.

DISCLAIMER OF THE TRUSTEE

The Trustees are not borrower or Principal Debtor or Guarantors of the Monies paid/invested by investors for the debentures.

DISCLAIMER OF THE ISSUER

The Issuer confirms that the information contained in this Disclosure Document is true and correct in all material respects and is not misleading in any material respect. All information considered adequate and relevant about the Issue and the Issuer Company has made available in this Disclosure Document for the use and perusal of the potential investors and no selective or additional information would be available for a section of investors in any manner whatsoever. The Issuer Company accepts no responsibility for statements made otherwise than in this Disclosure Document or any other material issued by or at the instance of the Issuer Company and anyone placing reliance on any other source of information would be doing so at his/her/their own risk.

DISCLAIMER OF THE STOCK EXCHANGE

As required, a copy of this Disclosure Document has been submitted to the Bombay Stock Exchange Ltd. (hereinafter referred to as “BSE”) for hosting the same on its website. It is to be distinctly understood that such submission of the document with BSE or hosting the same on its website should not in any way be deemed or construed that the document has been cleared or approved by BSE; nor does it in any manner warrant, certify or endorse the correctness or completeness of any of the contents of this document; nor does it warrant that this Issuer’s securities will be listed or continue to be listed on the Exchange; nor does it take responsibility for the financial or other soundness of the Issuer, its promoters, its management or any scheme or project of the Issuer Company. Every person who desires to apply for or otherwise acquire any securities of this Issuer may do so pursuant to independent inquiry, investigation and analysis and shall not have any claim against the Exchange whatsoever by reason of any loss which may be suffered by such person consequent to or in connection with such subscription/ acquisition whether by reason of anything stated or omitted to be stated herein or any other reason whatsoever.

3. GENERAL INFORMATION

NAME AND ADDRESS OF THE REGISTERED OFFICE OF THE COMPANY

Name	HDB Financial Services Ltd
Registered address:	Radhika, 2 nd Floor, Law Garden Road Navrangpura, Ahmedabad – 380009 Tel : (+9122-39586300) Fax : (+9122-39586666)
Corporate Office:	Madhusudan Estate, Ground Floor, Pandurang Budhkar Marg, Lower Parel, Mumbai-400013
Contact Person / Compliance officer :	Mr. Rohit Bhase
E-mail Id:	rohit.bhase@hdbfs.com
Phone No:	022-39586368
Fax:	022-39586666
Website:	www.hdbfs.com

4. SUMMARY OF BUSINESS / ACTIVITIES

(i) Overview

HDB Financial Services Ltd was incorporated in Ahmedabad on 4th June 2007 as a non deposit taking Non Banking Finance Company (NBFC) as defined under section 45-1A of RBI Act 1934 and is engaged in the business of financing. The Company achieved total income of Rs.963.19 crores and net profit of Rs 102.45 crores in FY 13 with a total net worth of Rs.831 crores as at March 31, 2013. The Company is promoted by HDFC Bank Ltd. which has 97.38% shareholding in the Company as on 31st March 2013. The Company has been rated AAA by CARE and AAA/Stable by CRISIL for long term loans from banks. The Company's capital adequacy ratio as on 31st March 2013 was 18.34% as against minimum regulatory requirement of 15% for non deposit accepting NBFCs. The asset quality of the Company remains healthy with Gross NPAs at 0.44% and Net NPAs at 0.25% as on 31st March 2013. During FY 13, the Company has disbursed loans amounting to Rs.5923 Crores.

The Company caters to the growing needs of the India's increasingly affluent middle market. The requirements of Medium, small and micro business enterprises that are too small to be serviced by corporate lending institutions are also addressed by HDB through suitable products and services. These segments are typically underserved by the larger commercial banks thus creating a profitable niche for the company to address. More than half of the present book is lending towards this sector.

The Company has a strong parentage with the promoter HDFC Bank Ltd. being a leading Private sector Bank in India having a market capitalisation of Rs.1,48,797 crores as on 31st March 2013. HDFC Bank's long term debt instruments are AAA rated by CARE, CRISIL and India Ratings. The Bank's Balance sheet size was Rs.4,00,332 crores as on 31st March 2013. The net advances of the bank were at Rs.2,39,721 crores and deposits were at Rs.2,96,247 crores as on 31st March 2013. The CASA to total deposits ratio was at 47.4% as on 31st March 2013. The capital adequacy ratio stood at 16.8% as per Basel II guidelines. The bank has wide distribution network by way of 3062 branches in 1845 cities/towns and the customer base of the bank was 28.7 million as on 31st March 2013. The ratio of net non-performing assets to net advances remained stable at 0.2% as on 31st March 2013.

(ii) Corporate Structure

The HDB is professionally Board Managed Company headed by Managing Director and Chief Executive Officer. He reports to the Board. He has direct reportees in each function such as HR, Finance, Risk, Business, and Operations. All the functional Heads are reporting to MD & CEO. The Company is having the qualified and dedicated pool of employees.

(iii) Business Activity: HDB's primary focus is on small borrowers whose credit requirements are under Rs.5 Crores. It has the following products and services:

Loans – The Company offers a range of loan products both in the secured and unsecured categories that fulfills the financial needs of its target segments.

- Unsecured loans – The Loans are in the range of Rs.1,00,000 to Rs.20,00,000. These loans are offered as term loans with a maximum tenure of 48 months. Interest rates on these loans are higher than the rates on secured loans.
- Secured loans –Secured loans are offered to customers to address the larger loan requirements or longer repayment requirements. Secured loans are in the range of Rs.1,00,000 to Rs.5,0000,000. These loans are offered as term loans with the maximum tenure at 180 months. These loans are normally offered on a floating rate basis.

The company provides loan against the following collaterals as security for the loans:

- Commercial / residential property
- Cars/automobiles
- Shares
- Marketable securities such as Bonds
- Gold Jewellery

Commercial Vehicle Loans – The Company provides loans for purchase of new and used commercial vehicles.

Construction Equipment ---- The Company provides facilities for purchase of new and used construction equipments.

Fee based products

- Insurance services –.

The Company is a corporate agent for HDFC Standard Life Insurance Company Limited and HDFC Ergo General Insurance Company Limited. The Company sells life and general insurance bundled with its loan as a value-add as well as a standalone product.

BPO services business

- BPO services - The Company has a contract with HDFC Bank to run collections call centers and collect overdue from borrowers. The Company has set up call centers across the country with a capacity of over 1700 seats as on March 31, 2013. These centers provide collection services for the entire gamut of retail lending products of HDFC Bank. The company offers end to end collection services in over 200 locations through its calling and field support teams.

Infrastructure: The Company has 230 branches in 184 cities as on March 31, 2013 thus creating the right distribution network to sell Company's products and services. The company has its data centre at Bengaluru and centralized operations at Hyderabad and Chennai.

Key Operational and Financial parameters:

Parameters	Unaudited for the half year ended 30/09/13 *	FY 31.03.13 Audited	FY 31.03.12 Audited	Rs in Crs	
				FY 31.3.11 Audited	FY 31.3.10 Audited
For Financial Entities					
Net worth	1533	874	771	719	101
Total Debt	8338	7154	3151	669	450
of which – Non Current Maturities of Long Term Borrowing	5044	5056	1785	334	258
- Short Term Borrowing	478	150	50	1	40
- Current Maturities of Long Term Borrowing	2319	1948	1200	334	152
Net Fixed Assets	23	20	12	10	10
Non Current Assets	7980	6244	3103	931	438
Cash and Cash Equivalents	19	12	18	168	13
Current Investments	0		0	30	0
Current Assets	2786	2136	936	355	112
Current Liabilities	3483	283	218	91	14
Assets Under Management	10499	8204	3964	1260	534
Off Balance Sheet Assets	38	48	28	0	0
Interest Income	652	962	431	178	60
Interest Expense	401	511	170	47	22
Provisioning & Write-offs	55	63	40	21	4
PAT	84.44	102	51	16	10

Gross NPA (%)	0.64%	0.44%	0.10%	0.33%	0.96%
Net NPA (%)	0.39%	0.25%	0.05%	0.18%	0.48%
Tier I Capital Adequacy Ratio (%)	13.92%	10.11%	18.94%	54.72%	17.87%
Tier II Capital Adequacy Ratio (%)	6.61%	8.23%	1.00%	0.48%	0.00%

* the Unaudited financial results for the half year ended 30/09/13, along with limited review report thereon of the statutory auditors of the company were approved and noted by the Board of Directors of the Company at its meeting held on 11 October 2013, pursuant to cl. 29 of the debt listing agreement entered into with The Bombay Stock Exchange.

Gross Debt Equity Ratio of the company:-

Before the issue of debt securities	6.28 times
After the issue of debt securities	6.38 times

Key Strengths of the Company:

Access to Cost Effective Funding: The Company has access to cost effective funding because of its strong parentage and conservative risk management policies. The Company maintains relationship with several banks and financial institutions

Experienced Management Team: The Company has an experienced management team which is supported by efficient and capable employee pool. The board comprises of senior professionals of HDFC Bank who have in depth experience in the financial services Industry and in Banking. The senior management is composed of professionals who have deep understanding of the industry and have extensive experience in financial services sector.

Effective Risk Management policies:

The Company recognizes the importance of Risk management and has accordingly invested in processes, people and a management structure. The risk committee of the Company also reviews the asset quality at frequent intervals. Product policy programs are duly approved before any new product launches and are fine tuned regularly. The asset quality of the company continues to remain healthy and the Gross NPA of the company is at 0.44% and Net NPAs are at 0.25% as of 31st March 2013.

Business Prospects:

Governments has been focusing on addressing investments in Infrastructure like energy, roads, mining, transport and Supply Chain bottlenecks in Agriculture etc which is likely to create large opportunities for private sector investment. Our Company sees a great opportunity for Bank & NBFCs play a vital role by lending / financing for the Infrastructure transport and agriculture sectors.

The Government in its budget has taken several measures to boost FDI investment in country development. This will result in development of Micro, Small and Medium Enterprises (MSMEs), in turn bring growth to NBFCs as MSMEs are dependent on NBFCs for project financing and Working Capital.

In view of the declining trend of inflation and therefore the stance of RBI to reduce the REPO rate would enable credit off take during the current financial year

With the government's initiative to boost infrastructure projects, removing mining roadblocks, NBFCs can look for growth in Commercial Vehicle & Equipment funding.

Business Strategy:

HDB's Business strategy has been to provide Best in Class Product and services to India's increasingly affluent middle market. To achieve this objective, the company has invested in a "Direct to Customer" distribution model to provide personalized services to its target segment.

The company's business strategy emphasizes the following:

- Develop and provide personalized solutions for its target segment that address specific needs of customers.
- Provide personalized customer experience through its branch network to enhance customer relationships.
- Leverage technology to reach out to customers and deliver more products to manage operating costs.
- Focus on asset quality through disciplined Risk Management
- Identify new product / market opportunities that build economies of scale.
- Expand Distribution to new markets.

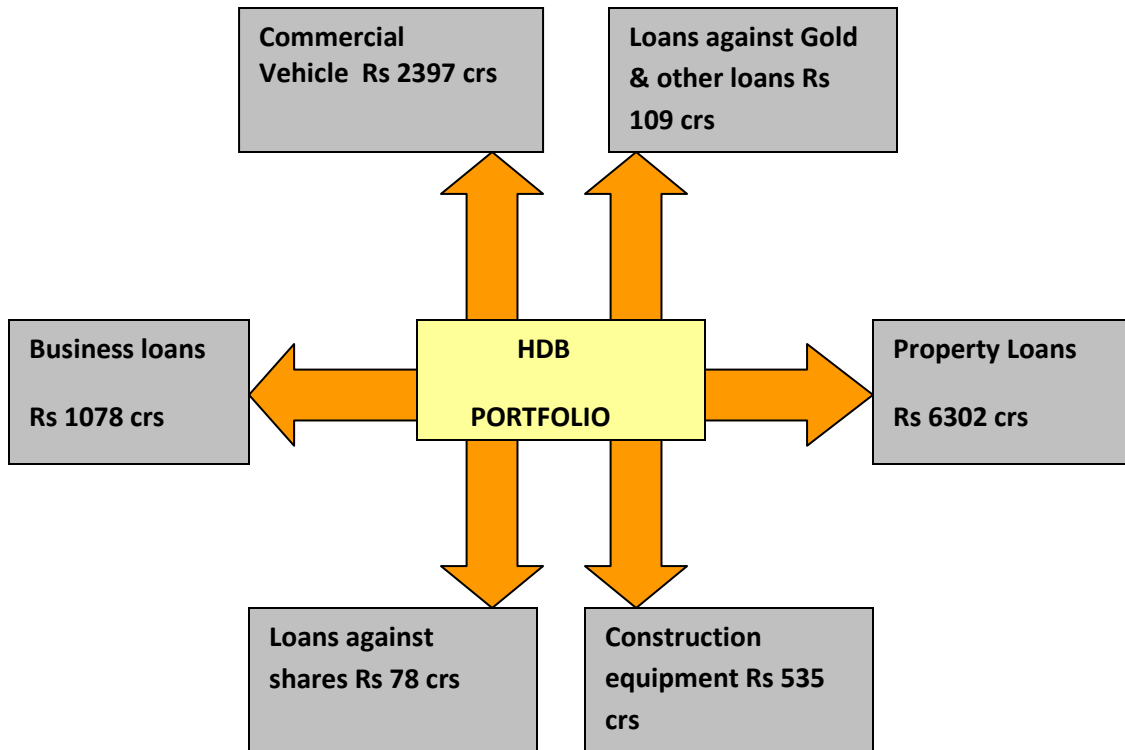
The Company's competitive advantage is product innovation and being able to customize a product to the requirements of the customer.

The Company is confident that the Year 2013-14 will bring reasonable growth.

Financial highlights

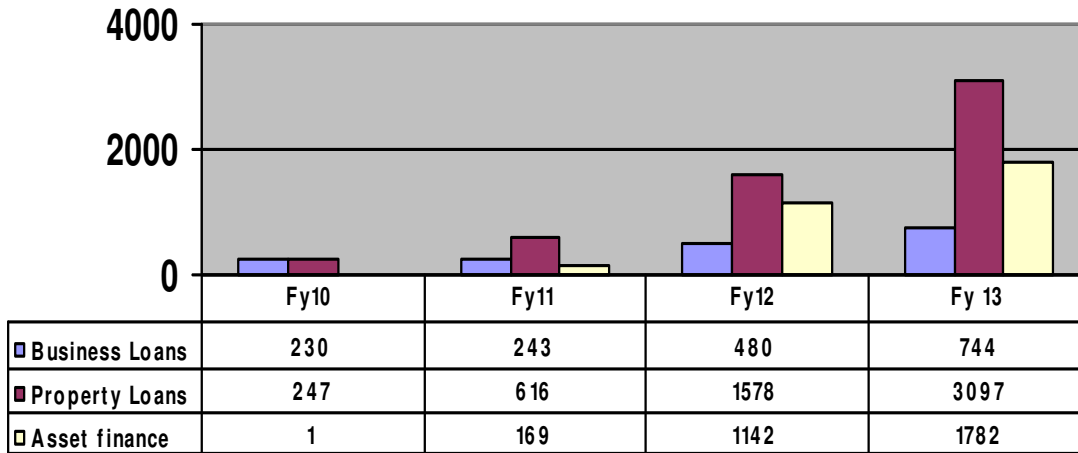
(Rs. In crores)

Particulars	2009	2010	2011	2012	2013
Total revenue	23.54	97.62	178.85	431.13	963.19
Profit before tax	-9.29	12.32	24.32	70.65	150.13
Profit after tax	-9.29	9.92	15.81	51.11	102.45
Fixed asset (net)	8.52	9.85	10.49	11.84	20.14
Receivables under financing	144.32	533.55	1262.52	3964.13	8203.67
Net current assets	29.27	14.75	114.72	-54.72	-196.78
Total assets	182.11	558.15	1387.73	3921.25	8027.03
Shareholders fund	92.11	102.04	719.27	770.78	873.53
Borrowings	90.00	456.11	668.46	3150.47	7153.51
Total Liabilities	182.11	558.15	1387.73	3921.25	8027.03
EPS (Rs.)	-0.88	0.94	0.88	1.25	2.49
Book value (Rs.)	8.77	9.72	17.53	18.77	21.27



Total Asset size of Rs 10499 crs as on 30th Sep 2013 depicted in the above diagram

Disbursements in last four years (In Rs crs)



■ Business Loans
 ■ Property Loans
 ■ Asset finance

5. BRIEF HISTORY OF ISSUER COMPANY SINCE INCORPORATION, DETAILS OF REORGANIZATION/ CHANGES IN CAPITAL STRUCTURE/BORROWINGS

5.1 BACKGROUND

The Company was promoted by HDFC Bank as non banking finance company (Non Deposit taking) and the Company continues to be a subsidiary of HDFC Bank which has a shareholding of 97.38% as on 31st March 2013. The key milestones in the history of the Company since incorporation are as follows:

Year	Key Mile stone Achieved
2007	The company was incorporated on 4 th June 2007
2010	Promoter subscribed to a preferential offer of 10 Crore equity shares of Rs.10 each at a premium of Rs.5 per share.
2011	The company came up with a rights issue of equity share of Rs.10 each at a premium of Rs. 12 per share in the ratio of 1:1
2013	The company came up with a Rights Issue of equity share of Rs. 10 each at a premium of Rs. 46 per share in the ratio of 1:1

There has been no reorganization or changes in capital structure except for issue of shares which are given below.

5.2 CAPITAL STRUCTURE

The authorised share capital of the Company is **Rs.10,000,000,000/-** (Rupees ten billion) divided into 1,000,000,000 equity shares of Rs 10/- each,

(i) Details of Share Capital as on last quarter end December 31, 2013

Share Capital	Rs
Authorized Share Capital 1,000,000,000 Equity Shares of Rs.10 each	10,000,000,000
Issued, Subscribed and Paid-up Share Capital 51,37,50,219 Equity Shares of Rs.10 each	513,75,02,190

(ii) **Major changes in its capital structure as on March 31, 2013 for the last five years:-**

Date of Change (AGM/EGM)	Rs	Particulars
31/12/2007	5,00,00,000	permitted maximum ESOPs company (including premium if any) can grant over a period of time)
31/05/2010	4,53,00,000	permitted maximum ESOPs company (including premium if any) can grant over a period of time (in supersession of resolution passed on 31.12.2007.
31/05/2010	150,00,00,000	Preferential allotment of shares to Promoters
24/02/2011	455,00,00,000	Issue of equity shares through Right basis (including premium)
12/07/2013	577,72,28,760	Issue of equity shares through Right basis (including premium)

(iii) **Equity Share Capital History of the Company as on last quarter ended December 31, 2013, for the last five years:-**

Date of Allotment	No. of Equity Shares	Face Value (Rs)	Consideration (other than cash, etc)	Issue Price (Rs)	Nature of allotment	Cumulative			Remark
						No. of Equity shares	Equity Share Capital (Rs)	Equity Share Premium (in Rs.)	
31/7/2007	70000	10	NA	10	Initial Subscription to Memorandum and Articles of Association	70000	700000	0	-
31/8/2008	4500000	10	NA	10	Subscribed by HDFC Bank to be promoter of the company	4570000	45700000	0	-
12/1/2008	7325000	10	NA	10	Subscribed by HDFC Bank	11895000	118950000	0	-
12/1/2008	4872000	10	NA	10	Subscribed by employees of	16767000	167670000	0	-

					HDFC Bank				
31/3/2008	8817500 0	10	NA	10	Subscribed by HDFC Bank	104942000	104942000	0	-
23/7/2008	65000	10	NA	10	Subscribed by Ex Director	105007000	105007000	0	-
15/6/2010	1000000 00	10	NA	15	Subscribed by HDFC Bank	205007000	205007000	0	-
15/12/2010	125000	10	NA	10	ESOS vesting	205132000	205132000	0	-
30/3/2011	2051320 00	10	NA	22	Rights issue 1:1	410264000	410264000	246158400	-
07/07/2011	90000	10	NA	10	ESOS Vesting	410354000	410354000	0	-
01/11/2011	175000	10	NA	10	ESOS Vesting	410529000	410529000	0	-
01/11/2011	76600	10	NA	17.50	ESOS Vesting	410605600	410605600	2462158500	-
21/06/2012	20000	10	NA	10	ESOS Vesting	410625600	410625600	0	-
21/06/2012	8000	10	NA	17.50	ESOS Vesting	410633600	410633600	2462218500	-
07/12/12	88800	10	NA	17.50	ESOS Vesting	410722400	410722400	666000	-
07/12/12	43350	10	NA	25	ESOS Vesting	410765750	410765750	650250	-
11/07/13	1026914 69	10	NA	46	Rights Issue	513457219	5134572190	4723807574	-
29/08/13	13950	10	NA	17.50	ESOS Vesting	513471169	5134711690	244125	
29/08/13	3000	10	NA	25	ESOS Vesting	51,34,,74,169	513,47,41,690	244125	
04/12/13	276,050	10	NA	Series 4 – 17.5/- Series 5 – 25/- Series 6 – 31/-	ESOS Exercise	51,37,50,219	513,75,02,190	41,44,650	

5.3 Details of any Acquisition or Amalgamation in the last 1 year – NA

5.4 Details of any Reorganization or Reconstruction in the last 1 year:-

Type of Event	Date of Announcement	Date of Completion	Details
NA	NA	NA	NA

5.5 Details of the shareholding of the Company as on the latest quarter end December 31, 2013:-

a. Shareholding pattern of the Company as on last quarter end i.e. December 31, 2013:-

Sr No	Particulars	Total No of Equity Shares	No of shares in demat form	Total Shareholding as % of total no of equity shares
1	HDFC Bank	500000000	500000000	97.32%
2	Others	1,37,50,219	1,37,50,219	2.68%

Notes: - Shares pledged or encumbered by the promoters (if any) NA

b. List of top 10 holders of equity shares of the Company as on the latest quarter end i.e. December 31, 2013:-

Sr No	Name of Shareholder	Total Number of Equity Shares	No. of shares in demat form	Total Shareholding as % of total no of equity shares
1	HDFC BANK LTD	500000000	500000000	97.32
2	HDB EMPLOYEE WELFARE TRUST (THROUGH ITS TRUSTEES)	919125	919125	0.18
3	AMIT PURI	410463	410463	0.08
4	AMRITA PURI	410462	410462	0.08
5	HARISH H ENGINEER	342050	342050	0.07
6	VINOD G YENNEMADI	293750	293750	0.06
7	ANKITA PARESH SUKTHANKAR	290000	290000	0.06
8	PRALAY MONDAL	263646	263646	0.05
9	RAMESH G	232500	232500	0.05
10	ABHAY AIMA	225000	225000	0.04

5.6 Following details regarding the directors of the Company:-

a. Details of the current directors of the Company*

Name, Designation and DIN	Age	Address	Director of the Company since	Details of other directorship
Mr. G. Subramanian, Director, 00712803	65	Flat no 1&2 Plot No 12 F Lane, Sector-8 Vashi, Navi Mumbai 400 703	04.06.2007	1. Computer Age Management Services Pvt. Ltd. 2. Vayana Enterprises Private Limited 3. Atlas Documentary Facilitators Company Pvt. Ltd.
Mr. Kaizad Bharucha, Director, 02490648	47	401, Buena Vista, St. Alexious Road, Bandra (West), Mumbai – 400050	13.01.2009	1. International Asset Reconstruction Company Pvt. Ltd. 2. HBL Global Pvt. Ltd. 3. HDFC Bank Limited ^
Mr. Anil Jaggia, Director, 00317490	51	Flat No. 1801, Tower B, Beaumonde Apts., Appasaheb Marathe Marg, Prabhadevi, Mumbai 400 025	23.12.2011	Nil
Mr. G. Ramesh, Managing Director, 05291597	43	C -101, Ashok Gardens, Tokersey Jivraj Road, Sewree, Mumbai 400015	01/07/2012	Nil

^ Appointment subject to necessary approvals of statutory authorities.

*** Company to disclose name of the current directors who are appearing in the RBI defaulter list and/or ECGC default list, if any:** None of the Directors are appearing in the RBI defaulter list and/or ECGC default list.

b. Details of change in directors since last three years:-

Name, Designation and DIN	Date of Appointment / Resignation	Director of the Company since (in case of resignation)	Remarks
Mr. Aseem Dhru, Director, 01761455	31/08/2007 / 10/06/2011 (Retirement)	31/08/2007	-
Mr. Vinod Yennemadi, Director, 00137039	04/06/2007 / 23/12/2011	04/06/2007	-
Mr. Pralay Mondal, Director, 00117994	31/08/2007 / 17/07/2012	31/08/2007	-

Mr. Anil Jaggia Director 00317490	23/12/2011	-	-
Mr. G. Ramesh Director 05291597	01/07/2012	-	-

5.7 Following details regarding the auditors of the Company:-

a. Details of the auditor of the Company:-

Name	Address	Auditor since
B S R & Co. Chartered Accountants	Lodha Excelus, 1 st Floor, Apollo Mills Compound, N. M. Joshi Marg, Mahalaxmi, Mumbai	FY 2013-2014

b. Details of change in auditor since last three years:-

Name	Address	Date of Appointment / Resignation / Retirement	Auditor of the Company since (in case of resignation/ Retirement)	Remarks
M/s. Haribhakti & Co.	701, Leela Business Park, Opposite Leela Galleria, Andheri Kurla Road, Andheri East. Mumbai – 400059	Retired on April 17, 2013	2007	Upto FY 2012-2013

5.8 Details of borrowings of the Company, as on December 31, 2013:-

a. Details of Secured Loan Facilities:-

Bank name	Type of Facility	Amount Sanctioned (Rs crs)	Principal amount outstanding (Rs crs)	Undrawn limit (Rs crs)	Repayment schedule (number of installments)
Andhra Bank	Term Loan	83	83	0	5
Andhra Bank TL 2	Term Loan	183	183	0	11
Andhra Bank TL 3	Term Loan	200	50	150	12
Bank Of India - 3	Term Loan	18	18	0	7
Bank Of India - 4	Term Loan	300	100	200	12
Bank Of Maharashtra	Term Loan	30	30	0	3
Bank Of Maharashtra 2	Term Loan	75	75	0	9
Bank Of Maharashtra 3	Term Loan	300	0	300	12
Canara Bank TL 2	Term Loan	300	300	0	12
Corporation Bank	Term Loan	115	115	0	11

Federal Bank 2	Term Loan	250	250	0	12
HDFC Bank - 4	Term Loan	16	16	0	1
HDFC Bank - 5	Term Loan	141	141	0	5
HDFC Bank - 6	Term Loan	245	245	0	9
HDFC Bank - 7	Term Loan	600	600	0	11
Indian Overseas Bank	Term Loan	125	125	0	5
IndusInd Bank TL - 2	Term Loan	183	183	0	11
J & K Bank	Term Loan	200	200	0	6
J & K Bank 2	Term Loan	290	290	0	12
Karnataka Bank	Term Loan	92	92	0	11
Karur Vysya Bank	Term Loan	15	15	0	3
Karur Vysya Bank TL 2	Term Loan	92	92	0	11
Kotak Mahindra Bank	Term Loan	116	116	0	12
Oriental Bank Of Commerce	Term Loan	133	133	0	11
Punjab National Bank	Term Loan	18	18	0	1
Punjab National Bank TL 2	Term Loan	240	240	0	8
Stata Bank of Bikaner & Jaipur	Term Loan	80	80	0	4
South Indian Bank	Term Loan	70	70	0	14
South Indian Bank TL 2	Term Loan	125	125	0	12
State Bank Of Hyderabad	Term Loan	50	50	0	12
State Bank Of Mysore	Term Loan	45	45	0	3
State Bank Of Patiala	Term Loan	45	45	0	3
Syndicate Bank	Term Loan	208	208	0	5
Syndicate Bank 2	Term Loan	358	358	0	9
Syndicate Bank 3	Term Loan	150	150	0	12
Union Bank Of Ind	Term Loan	100	100	0	5
Union Bank Of India TL 2	Term Loan	50	50	0	12
Vijaya Bank	Term Loan	69	69	0	6
Vijaya Bank TL 2	Term Loan	250	250	0	12
Yes Bank	Term Loan	19	19	0	3
Indian Bank	Term Loan	500	150	350	12
State bank of India	Term Loan	500	0	500	12
Bank of Baroda	Term Loan	250	0	250	12
Allahabad bank	Term Loan	300	0	300	12
Punjab & Sind Bank	Term Loan	200	0	200	12
Corporation Bank 2	Term Loan	200	0	200	12
TOTAL		7929	5479	2450	

b. Note –

- 1) All installments are residual installment payable for outstanding loan amount.
- 2) All the above-mentioned loans are secured against "receivables from financing activities"

c. Details of Unsecured Loan Facilities:-

Lender's Name	Type of Facility	Amt Sanctioned	Principal Amt Outstanding	Repayment Date / Schedule
NA	NA	NA	NA	NA

d. Details of NCDs:-

Debenture Series	Tenor / Period of Maturity	Coupon (%)	Amount (Rs. In crores)	Date of Allotment	Redemption Date/ Schedule	Credit Rating	Secured /unsecured	Security
2011 A/1/2	3 years	10.3	90	9/12/2011	09/12/2014	AAA by CARE	Secured	Immovable property & receivables
2011 A/0/3	3 years	10.00	58	30/12/11	29/12/2014	AAA by CARE	Secured	Immovable property & receivables
2012 A/1/4	5 years	9.95	135	11/1/2012	11/01/2017	AAA by CARE	Secured	Immovable property & receivables
2012 A/1/5	3 years	9.78	15	7/2/2012	2/2/2015	AAA by CARE	Secured	Immovable property & receivables
2012 A/0/6	3 years	9.80	30	18/2/2012	2/09/2015	AAA by CARE	Secured	Immovable property & receivables
2012 A/0/7	2 years & 3 years	9.95	50	26/3/2012	30/4/2014 & 13/3/2015	AAA by CARE	Secured	Immovable property & receivables
2012 A/1/8	5 years	9.90	45	19/4/2012	17/4/2017	AAA by CARE	Secured	Immovable property & receivables
2012 A/0/9	3 years	9.90	56	19/4/2012	30/3/2015	AAA by	Secured	Immovable property &

						CARE		receivables
2012 A/1/10	5 years	10.10	90	11/6/2012	12/6/2017	AAA by CARE	Secured	Immovable property & receivables
2012 A/1/11	3 years	10.00	50	27/7/2012	29/6/2015	AAA by CARE	Secured	Immovable property & receivables
2012 A/0/12	3 years	10.00	100	27/7/2012	29/7/2015	AAA by CARE	Secured	Immovable property & receivables
2012 B/1/13	5 years	10.00	221	07/09/2012	07/09/2017	AAA by CARE	Secured	Immovable property & receivables
2012 A/1/14	5 years	9.71	150	09/10/2012	9/10/2017	AAA by CARE	Secured	Immovable property & receivables
2012 A/1/15	3 years	9.43	150	01/11/2012	30/10/2015	AAA by CARE	Secured	Immovable property & receivables
2012 A/1/16	3 years	9.45	62	07/12/2012	28/04/2016	AAA by CARE	Secured	Immovable property & receivables
2013 A/0/17	537 days	9.63	40	02/01/2013	23/06/2014	AAA by CARE	Secured	Immovable property & receivables
2013 A/1/18	1826 days	9.39	50	10/01/2013	10/01/2018	AAA by CARE	Secured	Immovable property & receivables
2013 A/1/19	5 years	9.33	50	18/01/2013	17/01/2018	AAA by CARE	Secured	Immovable property & receivables
2013 A/0/20	3 years	9.36	50	28/01/2013	28/01/2016	AAA by CARE	Secured	Immovable property &

								receivables
2013 A/0/21	33 months	9.5553	142	14/03/2013	15/09/2015	AAA by CARE	Secured	Immovable property & receivables
2013 A/1/22	33 months	9.50	100	28/03/2013	22/12/2015	AAA by CARE	Secured	Immovable property & receivables
2013 A/1/23	24 months	8.81	100	09/05/2013	08/05/2015	AAA by CARE	Secured	Immovable property & receivables
2013 A/1/24	36 months	8.80	100	17/05/2013	17/05/2016	AAA by CARE	Secured	Immovable property & receivables
2013 A/1/25	1100 days	8.54	230	30/05/2013	03/06/2016	AAA by CARE	Secured	Immovable property & receivables
2013 Series A/1/26	1136 days	10.0841	95	12/08/2013	21/09/2016	AAA by CARE	Secured	Immovable property & receivables
2013 A/0/27	1088 days	10.8062	145	10/09/2013	02/09/2016	AAA by CARE	Secured	Immovable property & receivables
2013 A/1/28	1826 days	10.35	103	08/10/2013	08/10/2018	AAA by CARE	Secured	Immovable property & receivables
2013 Series A/1/29	1096 days	10.30	100	18/10/2013	18/10/2016	AAA by CARE	Secured	Immovable property & receivables
2013 Series A/0/30	1087 days	9.8855	42.2	13/11/2013	04/11/2016	AAA by CARE	Secured	Immovable property & receivables
2013 Series A/1/31	731 days	10.10	70	29/11/2013	30/11/2015	AAA by CARE	Secured	Immovable property &

								receivables
2013 Series A/1/32	1073 days	10.17	161	04/12/2013	11/11/2016	AAA by CARE	Secured	Immovable property & receivables
2014 Series A/1/33	1810 days	9.97	59.8	13/01/2014	28/12/2018	AAA by CARE AAA by Crisil	Secured	Immovable property & receivables
2014 Series A/1/34	1810 days	9.97	97	13/01/2014	28/12/2018	AAA by CARE AAA by Crisil	Secured	Immovable property & receivables
2014 Series A/1/35	730 days	9.86	95	29/01/2014	29/01/2016	AAA by CARE AAA by Crisil	Secured	Immovable property & receivables

e. Details of private placements of Subordinate Bonds

Details of Private Placement of Subordinate Bonds are provided below:

Bond Series	Tenor / Period of Maturity	Coupon (%)	Amount (Rs. In crores)	Date of Allotment	Redemption Date/ Schedule	Credit Rating	Secured / unsecured	Security
2012 I/1/1	10 years	10.20	250	09/8/2012	09/08/2022	AAA	Unsecured	Nil
2012 I/1/2	10 years	9.70	150	30/11/2012	30/11/2022	AAA	Unsecured	Nil
2012 I/1/3	10 years	9.60	200	22/03/2012	22/03/2023	AAA	Unsecured	Nil
2013 I/1/4	10 years	10.20	100	18/10/2013	17/10/2023	AAA	Unsecured	Nil
2013 I/1/5	10 years	10.05	50	20/12/2013	20/12/2023	AAA	Unsecured	Nil

f. List of Top 10 Debenture Holders (as on December 31, 2013)

Sr. No.	Name of Debenture holder	Amount (Rs. In crores)
1	KOTAK MAHINDRA TRUSTEE COMPANY LTD. A/C. KOTAK MAHINDRA BOND SHORT TERM PLAN	236.50
2	LIFE INSURANCE CORPORATION OF INDIA	221
3	ICICI PRUDENTIAL BLENDED PLAN - PLAN B	176
4	JPMORGAN INDIA ACTIVE BOND FUND	112
5	KOTAK MAHINDRA BANK LTD	100
6	JPMORGAN INDIA INCOME FUND - SERIES 301	87
7	HDFC STANDARD LIFE INSURANCE COMPANY LIMITED	85
8	POSTAL LIFE INSURANCE FUND A/C SBIFMPL	80
9	Reliance Ventures Limited	75
10	RELIANCE GENERAL INSURANCE CO LTD	65

a. List of Top Ten Subordinate Bondholders (as on December 31, 2013)

Sr. No.	Name of Subordinate Bondholder	Amount Rs. In crores
1	POSTAL LIFE INSURANCE FUND A/C SBIFMPL	105
2	POSTAL LIFE INSURANCE FUND A/C UTI AMC	105
3	RURAL POSTAL LIFE INSURANCE FUND A/C UTI AMC	60
4	ICICI LOMBARD GENERAL INSURANCE COMPANY LTD	50
5	INFOSYS TECHNOLOGIES LIMITED	40
6	EMPLOYEES PROVIDENTFUND TRUST RURAL POSTAL LIFE INSURANCE FUND A/C SBIFMPL	35
7	JPMORGAN INDIA ACTIVE BOND FUND	30
8	LARSEN AND TOUBRO LIMITED	27.10
9	NPS TRUST- A/C UTI RETIREMENT SOLUTIONS PENSION FUND SCHEME - STATE GOVT	25
10	THE LARSEN AND TOUBRO OFFICERS AND SUPERVISORY STAFF PROVIDENT FUND	21.40

5.9 Details of Commercial Paper:- The total Face Value of Commercial Papers Outstanding as on date to be provided and its breakup in following table:-

Maturity Date	Amt Outstanding
12/03/2014	50,00,00,000
19/09/2014	100,00,00,000
07/10/2014	100,00,00,000
10/02/2014	100,00,00,000
08/12/2014	105,00,00,000
Total	455,00,00,000

5.10 Details of Rest of the borrowing (if any including hybrid debt like FCCB, Optionally Convertible Debentures / Preference Shares) as on December 31, 2013:-

Party Name (in case of Facility) / Instrument Name	Type of Facility / Instrument	Amt Sanctioned / Issued	Principal Amt outstanding	Repayment Date / Schedule	Credit Rating	Secured / Unsecured	Security
NA	NA	NA	NA	NA	NA	NA	NA

5.11 Details of all default/s and/or delay in payments of interest and principal of any kind of term loans, debt securities and other financial indebtedness including corporate guarantee issued by the Company, in the past 5 years. **NA**

5.12 Details of any outstanding borrowings taken/ debt securities issued where taken / issued (i) for consideration other than cash, whether in whole or part, (ii) at a premium or discount, or (iii) in pursuance of an option. **NA**

5.13 Details of Promoters of the Company:-

a. Details of Promoter Holding in the Company as on the latest quarter end December 31, 2013:-

Sr No	Name of the shareholders	Total No of Equity Shares	No of shares in demat form	Total shareholding as % of total no of equity shares	No of Shares Pledged	% of Shares pledged with respect to shares owned.
1	HDFC Bank Ltd.	50,00,00,000	50,00,00,000	97.32%	Nil	Nil

5.14 Abridged version of Audited Consolidated (wherever available) and Standalone Financial Information (like Profit & Loss statement, Balance Sheet and Cash Flow statement) for at least last three years and auditor qualifications, if any. * **NA**

- 5.15** Abridged version of Latest Audited / Limited Review Half Yearly consolidated (wherever available) and Standalone Financial Information (like Profit & Loss statement, and Balance Sheet) and auditors qualifications, if any. * **NA**
- 5.16** Any material event/ development or change having implications on the financials/credit quality (e.g. any material regulatory proceedings against the Issuer/promoters, tax litigations resulting in material liabilities, corporate restructuring event etc) at the time of issue which may affect the issue or the investor's decision to invest / continue to invest in the debt securities. **NA**
- 5.17** Details of the debenture trustee(s) are as mentioned above and they have given their consent to act as Debenture Trustee to the Issuer for his appointment under regulation 4 (4) and in all the subsequent periodical communications sent to the holders of debt securities.
- 5.18** The detailed rating rationale (s) adopted (not older than one year on the date of opening of the issue)/ credit rating letter issued (not older than one month on the date of opening of the issue) by the rating agencies is enclosed.
- 5.19** If the security is backed by a guarantee or letter of comfort or any other document / letter with similar intent, a copy of the same shall be disclosed. In case such document does not contain detailed payment structure (procedure of invocation of guarantee and receipt of payment by the investor along with timelines), the same shall be disclosed in the offer document. **NA**
- 5.20** Copy of consent letter from the Debenture Trustee is obtained.
- 5.21** Names of all the recognised stock exchanges where the debt securities are proposed to be listed clearly indicating the designated stock exchange. **On the Wholesale Debt Market (WDM) Segment of the Bombay Stock Exchange**
- 5.22 Other details**
- a. DRR creation - relevant regulations and applicability. **NA**
 - b. Issue/instrument specific regulations - relevant details (Companies Act, RBI guidelines, etc). **Will be complied with as applicable to the Company from time to time**
 - c. Application process – As mentioned in Clause 8 herein.

5.23 BUSINESS ORGANISATION

The Objects for which the Company is established are:

A. MAIN OBJECTS OF THE COMPANY TO BE PURSUED BY THE COMPANY ON ITS INCORPORATION ARE:

1. To carry on the business as a Finance Company and to provide finance and to provide on lease, leave and license or hire purchase basis or on deferred payment basis or on any other basis all types of plant, equipment, machinery, vehicles, vessels, ships and real estate and any other moveable and immovable properties whether in India or abroad for industrial, commercial or other uses.

2. To carry on the business as Investment Company and to acquire and hold and otherwise deal in shares, stocks, debentures, debenture-stock, bonds, obligations and securities issued or guaranteed by any company and debentures, debenture-stock, bonds, obligations, and securities issued or guaranteed by any government, sovereign ruler, commissioners, public body, or authority supreme, municipal, local or otherwise, landed property, whether in India or elsewhere and to carry on the business of issue house, underwriting, factoring, bills discounting, cross border leasing, merchant banking, issuance of Credit Cards, consultancy and to undertake and carry on and execute all such operations.
3. To set up companies for the purpose of carrying on the business related to asset management, mutual fund and to act as sponsor or co-sponsor by undertaking financial and commercial obligations required to constitute and/or settle any trust or any undertaking to establish any mutual fund or trust in and/or outside India with the prior approval of the concerned Authorities with a view to issue units, stocks, securities, certificates or other documents, based on or representing any or all assets appropriated for the purposes of any such trust and to settle and regulate any such trust and to issue, hold or dispose of any such units, stocks, securities, certificates or other documents.
4. The Company shall carry on the business of:
 - a) Drawing, making accepting, discounting, buying, selling, collecting and dealing in bills of exchange, hundies, promissory notes, coupons, drafts, bills of lading, railway receipts, warrants, debentures, certificates, scrip and other instruments and securities whether transferable, or negotiable or not.
 - b) To organize, manage, and operate receivables and remedial management of key assets products (including credit cards) that also includes tele-calling customers who have slipped the payment due date, reminder/awareness calls to customers, service calls, managing portfolio through legal means, and payment assistance through field collections and all support and back end documentation assignments.
 - c) Buying, selling and dealing in bullion and specie;
 - d) Buying and selling of and dealing in foreign exchange including foreign bank notes.
 - e) Acquiring, holding, issuing on commission, under writing and dealing in stocks, funds, shares, debentures, debenture stock, bonds, obligations, securities and investments of all kinds.
 - f) Receiving of all kinds of bonds, scrip, or valuables on deposit or for safe custody or otherwise.
 - g) Collecting and transmitting of money and all kinds of securities.

B. THE OBJECTS INCIDENTAL OR ANCILLARY TO THE ATTAINMENT OF MAIN OBJECTS:

1. To sell, improve, manage, develop, exchange, lease, mortgage, enfranchise, abandon, dispose of, turn to account or otherwise deal with all or any part of the property, assets, undertakings and rights of the Company for such consideration as the Company may think fit and in particular for shares, stocks, debentures and other securities of any other company whether or not having objects all together or in part similar to those of the Company.
2. To search for and to purchase or otherwise acquire from any Government, State or Authority any licences, concessions, grants, decrees, rights, powers and privileges which may seem to the Company capable of being turned to account and to work, develop, carry out, exercise and turn to account the same.
3. To purchase or otherwise acquire, protect, prolong and renew any patents, rights, brevets, invention, licenses, protections and concessions which may appear likely to be advantageous or

useful to the Company and to use and turn to account the same and to grant licenses or privileges in respect of the same.

4. To adopt such means of making known the business of the Company as may seem expedient and in particular by advertising in the press, public places and theaters, by radio, by television, by circulars, by purchase and exhibition of works of art or interest, by publication of books, pamphlets, bulletins or periodicals, by organizing or participating in exhibitions and by granting prizes, rewards and donations.
5. To carry on business which may seem to the Company capable of being conveniently carried on in connection with the above business or any of them or calculated, directly or indirectly to enhance the value of or render profitable any of the properties or rights of the Company.
6. To aid, pecuniary or otherwise, any association, body or movement having for an object, the solution, settlement or surmounting of industrial or labour problems or troubles or for the promotion of industry or trade.
7. To establish, promote or concur in establishing or promoting any company or companies for the purpose of acquiring all or any of the property, rights and liabilities of the Company for any other purpose which may seem directly or indirectly, calculated to benefit the Company and to place or guarantee the placing of underwrite, subscribe for or otherwise acquire all or any part of the shares, debentures or other securities of any such other company.
8. To purchase, acquire and undertake all or any part of the businesses, properties and liabilities of any person or company carrying on or proposing to carry on any business which the Company is authorized to carry on or possessed of property suitable for the purposes of the Company, or which can be carried in conjunction therewith or which is capable of being conducted so as, directly or indirectly to benefit the Company and to subsidize or assist any such person or company financially or otherwise and in particular by subscribing for or guaranteeing the subscription of shares, stocks, debentures, debenture-stocks or other securities of such company.
9. To guarantee the payment of money unsecured or secured by or payable under or in respect of promissory notes, bonds, debentures, debenture-stocks, contracts, mortgages, charges, obligations, instruments and securities of any company or any authority supreme, municipal, local or otherwise or of any person whomsoever, whether incorporated or not incorporated and generally to guarantee or become sureties for the performance of any contracts or obligations.
10. To take over, operate, recover, manage, any Non Performing Assets (NPA) of any organization and have infrastructure and machinery for recovering such NPA's to act in the best interest of the Company.
11. To carry on the business of providing the consulting, Risk Management, Finance and support services relating to marketing, production, finance, accounts, data collection, data sorting, data analysis, Human Resource Services, Call centers, Bills Collection, Direct or Indirect marketing of the products of clients, after sales service, administration support services, labour contractor, recruitment agency, appointment, hiring, seconding and/or supplying manpower, human resources of all types of grades and skills to facilitate, handling, carrying out, processing, managing, controlling, facilitating documentation, documentary services, maintenance, upkeeping, and all kinds of services, undertaking and or completion of any works, projects, assignments, contracts, joint ventures.
12. To carry on the business as advisors, consultants, investment consultants, investment analyst, agents, wealth management, financial planning, venture capital, for financial mergers and acquisitions, fund raising, marketing, issue and placement of securities, advisors and portfolio investment managers, advisors for debt trading or derivative trading.

13. HDB offers customers a complete product suite to meet their requirements. The segments being addressed are typically underserved by the larger Commercial banks thus creating a profitable niche for HDB to address.

5.24 MATERIAL CONTRACTS INVOLVING FINANCIAL OBLIGATION

The contracts referred to below (not being contracts entered into the ordinary course of business carried on by the Company) which are or may be deemed material have been entered into by the Company. Copies of these contracts together with the copies of these documents referred to below may be inspected at the Registered Office of the Company between 10:00 am and 12:00 noon on any working day of the Company.

Material Contracts & Documents

- i) Memorandum and Articles of Association of the Company as amended from time to time.
- ii) Copy of certificate of Incorporation of the Company dated June 4, 2007.
- iii) Copy of certificate of Commencement of Business dated July 31, 2007.
- iv) Audited Accounts of the Company for the year ended March 31, 2013, 2012, 2011, 2010, 2009, 2008, and 2007 and the Auditors' Report thereon and unaudited financial results under clause 29 of the Debt Listing Agreement for the half year ended September 30, 2013 along with limited review report by the statutory auditors thereon.
- v) Certified true copy of Board Resolution dated July 17, 2012, authorizing the issue of private placement of debentures.
- vi) Certified true copy of the Resolution of the Members of the Company passed at the Annual General Meeting of the Company held on February 24, 2012 authorising borrowing powers under Section 293 (1) (a) and 293 (1)(d) of the Companies Act 1956.
- vii) Certified true copy of the Resolution of the Members of the Company passed at the Annual General Meeting held on June 14, 2012 appointing Messrs Haribhakti & Company, Chartered Accountants as Statutory Auditors of the Company.
- viii) Copy of the Subordinate Bond Trust Deed dated July 17, 2012 between IDBI Trustee and the Company.
- ix) Copy of the Debenture Trust deed dated September 24, 2012 between IDBI Trustee and the Company.
- ix) Copy of tripartite agreement dated July 23, 2012 between the Company, Link intime Private Limited and National Securities Depository Limited.
- x) Copy of tripartite agreement dated July 23, 2012 between the Company, Link intime Private Limited and Central Depository Securities Limited.
- xi) Certified true copy of the Resolution of the Members of the Company passed at the Annual General Meeting of the Company held on April 30, 2013 authorising borrowing powers under Section 293 (1) (a) and 293 (1)(d) of the Companies Act 1956.
- xii) Certified true copy of the Resolution of the Members of the Company passed at the Annual General Meeting held on May 30, 2013 appointing Messrs M/s B S R & Co., Chartered Accountants, as Statutory Auditors of the Company.
- xiii) Certified true copy of Board Resolution dated July 19, 2013, authorizing the issue of private placement of debentures.
- xiv) Certified true copy of Board Resolution dated November 27, 2013, authorizing the issue of private placement of debentures.
- xv) Copy of the Subordinate Bond Trust Deed dated December 19, 2013 between IDBI Trustee and the Company.
- xvi) Copy of the Debenture Trust Deed and Deed of Hypothecation dated December 19, 2013 between IDBI Trustee and the Company

- xvii) Copy of Rating Rationale issued by Crisil Ratings dated November 11, 2013 and Rating Rationale issued by CARE Ratings dated June 06, 2013
- xviii) Copy of letter from Care Ratings dated January 6, 2014 assigning CARE AAA and letter dated January 6, 2014 assigning CRISIL AAA/Stable by CRISIL for the Debentures issued/to be issued by the Company under this document.

5.25 MATERIAL DEVELOPMENT

Save as stated elsewhere in this Document, since the date of last published audited financial statement, no material developments have taken place that will materially affect the performance of the prospects of the Company. There are no material events/ developments at the time of issuance of this document which may affect this issue or the investor decision to invest/continue to invest in the debt securities.

5.26 DEBT SECURITIES ISSUED FOR CONSIDERATION OTHER THAN CASH, AT PREMIUM OR AT DISCOUNT, IN PURSUANCE OF AN OPTION

The Company has not issued any debt securities for consideration other than cash, at premium or at discount, in pursuance of an option.

5.27 SERVICING BEHAVIOUR OF THE EXISTING DEBTS

The Company is discharging all its liabilities in time and would continue doing so in future as well. The Company has been paying regular interest and principal amount on redemption.

6. CONSENT FROM THE EXISTING LENDERS

The company is not required to obtain any consent from existing lenders.

7. TERMS PERTAINING TO THE ISSUE

7.1 DEBT SECURITIES TO BE ISSUED AND LISTED UNDER CURRENT DOCUMENT

Under the purview of the current document, the Company is intending to raise an amount aggregating to Rs.95 crores plus Green Shoe Option to retain oversubscription upto Rs.125 crores by issue of Secured Redeemable Non-Convertible Debentures on a Private Placement Basis under 2014 Series A/1/35. The detailed term sheet of the debenture Issue of upto Rs.75 crores plus Green Shoe Option to retain oversubscription upto Rs.125 crores is given in Clause 7.3.

7.2 DETAILS OF THE ISSUE SIZE

The Company proposes to issue upto 1200 (1500 including Green Shoe Option) Secured Redeemable Non-Convertible Debentures of the face value of Rs.10,00,000/- each for cash at par, by way of private placement, aggregating Rs.120 crores plus Green Shoe Option to retain oversubscription upto Rs.150 crores in face value terms. The detailed term sheet of the debenture issue is given in Clause 7.3.

7.3 BROAD TERMS OF THE ISSUE OF DEBENTURES 2014 SERIES A/1/36

- a. Summary term sheet shall be provided which shall include at least following information (where relevant) pertaining to the Secured Non Convertible debt securities (or a series thereof):

Security Name	HDB/10.05%/annual/2017
Issuer	HDB Financial Services Limited
Type of Instrument	Secured Non Convertible Debentures
Nature of Instrument	Secured
Seniority	Senior
Mode of Issue	Private placement
Eligible Investors	<ul style="list-style-type: none"> i. Commercial Bank, ii. Co-operative Bank, iii. Regional Rural Bank, iv. Provident Fund, Superannuation Fund or Gratuity Fund, v. Pension Fund vi. Mutual Fund, vii. Company, Bodies Corporate, Statutory Corporation, viii. Registered Society, ix. Partnership firm, x. Hindu Undivided Family (“HUF”) xi. Individual, xii. Private trust, xiii. Insurance Company, xiv. Portfolio Manager or xv. Any other investor permitted to invest in Debentures of Indian body corporate.
Listing (including name of stock Exchange(s) where it will be listed and timeline for listing)	The debentures will be listed on the Wholesale Debt Market (WDM) Segment of the Bombay Stock Exchange within 15 days or such higher no. of days as may be available under Applicable law, from the date of allotment.
Rating of the Instrument	‘CARE AAA’ and ‘CRISIL AAA’
Issue Size	Rs.120 crores plus green shoe option
Option to retain oversubscription (Amount)	To retain oversubscription upto Rs 150 crores
Objects of the Issue	Onward lending, working capital and/or its general corporate requirements
Details of the utilization of the Proceeds	Onward lending, working capital and/or its general corporate requirements
Coupon Rate	10.05 % p.a.
Step Up/Step Down Coupon Rate 1	NA
Coupon Payment Frequency	Annually & on Maturity
Coupon payment dates	10/02/2015, 10/02/2016, 10/02/2017
Coupon Type	Fixed coupon structure.
Coupon Reset Process (including rates, spread, effective date, interest rate cap and floor etc).	NA
Day Count Basis	Actual/ Actual

Interest on Application Money	10.05% p.a.
Default Interest Rate	2%
Tenor	1096 days from the deemed date of allotment i.e. Monday, 10 th February 2014
Redemption Date	Friday, 10 th February 2017
Redemption Amount	Rs. 10,00,000/- per Debenture
Redemption Premium /Discount	NA
Issue Price	Rs.10,00,000/- per Debenture
Discount at which security is issued and the effective yield as a result of such discount.	NA
Put option Date	NA
Put option Price	NA
Call Option Date	NA
Call Option Price	NA
Put Notification Time	NA
Call Notification Time	NA
Face Value	Rs.10 lakhs per instrument
Minimum Application and in multiples of __ Debt securities thereafter	minimum application amount for a single investor shall be Rs. 30 lakh and in multiples of Rs. 10 lakh thereafter
Issue Timing 1. Issue Opening Date 2. Issue Closing Date 3. Pay-in Date 4. Deemed Date of Allotment	Monday, 10 th February 2014 Monday, 10 th February 2014 Monday, 10 th February 2014 Monday, 10 th February 2014
Issuance mode of the Instrument	Demat only (for private placement)
Trading mode of the Instrument	Demat only (for private placement)
Settlement mode of the Instrument	Thru RTGS/Bank
Depository	NSDL & CDSL
Business Day Convention ²	Working day
Record Date	At least 15 days prior to each Coupon Payment / Put Option Date / Call Option Date / Redemption date.
Security (where applicable) (Including description, type of security, type of charge, likely date of creation of security, minimum security cover, revaluation, replacement of security).	First pari passu mortgage in favour of the Trustees on all the Company's immovable property situated at Heera Panna Commercial Complex", 3rd Floor, Dr. Yagnik Road, Rajkot and first <i>and exclusive</i> charge over present and future receivables of the Issuer having minimum asset cover of 1.10 times to be maintained during the tenor of the NCDs. We have already created charge in favour of Debentures trustees
Transaction Documents ³	As set out in the Trust Deed
Conditions Precedent to Disbursement	NA
Condition Subsequent to Disbursement	NA
Events of Default	As set out in the Trust Deed

Provisions related to Cross Default Clause	As set out in the Trust Deed
Role and Responsibilities of Debenture Trustee	As set out in the Trust Deed
Governing Law and Jurisdiction	As set out in the Trust Deed
FII Investment	The guideline for FII Investment in Debt Securities issued by RBI on March 1, 2012 vide its circular no.89 will be complied with for listing of the above Debenture.

Disclosure of cash flows (pursuant to SEBI Circular no. CIR/IMD/DF/18/2013 dated 29th October 2013)	
Company	HDB Financial Services Limited
Face Value (per security)	Rs.10,00,000/- per instrument
Issue Date/Date of Allotment	Monday, 10 th February 2014
Redemption	Friday, 10 th February 2017
Coupon Rate	10.05%
Frequency of the Interest Payment with specified dates	First Interest on 10 th February, 2015 Second interest on, 10 th February 2016 and subsequently on On maturity i.e. 10 th February 2017
Day Count Convention	Actual / Actual

Cash Flows	Date	Day	No. of Days in Coupon Period	Amount in Rupees per bond of Rs.10 lakhs
1 st coupon	10-Feb-15	Tuesday	365	100500
2 nd coupon	10-Feb-16	Wednesday	366	100500
3 rd coupon	10-Feb-17	Friday	365	100500
Principal	10-Feb-17	Friday	-	1000000

MODE OF PAYMENT

All cheques/drafts/transfers/RTGS must be made payable to "HDB Financial Services Limited". Details for RTGS payments are mentioned herein below:

Name of Bank	HDFC Bank Ltd
Branch	Fort,
Address of Bank	Maneckji Wadia Building, Fort, Mumbai 400023
IFSC Code	HDFC0000060
Account number	00600310011994
Type of Account	Current
Name of beneficiary	HDB Financial Services Limited
Name of Account	HDB Financial Services Limited

7.4 DETAILS OF UTILISATION OF THE ISSUE PROCEEDS

The Company is in the business of lending and the proposed issue is to augment the long-term resources requirement of the Company for onward lending, working capital and/or its general corporate requirements. The Company will ensure that the issue proceeds will not be deployed in any group entities/ parent company / associates companies.

7.5 UNDERTAKING TO USE A COMMON FORM OF TRANSFER

The normal procedure followed for transfer of securities held in dematerialized form shall be followed for transfer of these debentures held in electronic form. The seller should give delivery instructions containing detail of the buyer's DP account to his depository participant. The issuer undertakes that there will be common transfer form/ procedure for transfer of debentures.

7.6 REDEMPTION AMOUNT, PERIOD OF MATURITY, YIELD ON REDEMPTION FOR THE DEBENTURES

Redemption Amount	Rs.10,00,000/- per Debenture
Coupon Rate	The debentures under 2014 Series A/1/36 carry a coupon at a rate of 10.05% p.a. payable annually & on maturity.
Redemption Date	Friday, 10th February 2017
Settlement	Payment of interest and principal will be made by way of cheque(s)/ interest warrant(s)/ demand draft(s)/ credit through RTGS system.

7.7 OTHER TERMS OF THE ISSUE

(i) FORM

The Debentures to be issued in a dematerialized form which are subject to the provisions of the Depositories Act and the rules notified by NSDL and / or CDSL from time to time.

(ii) DEEMED DATE OF ALLOTMENT

The debentures 2014 A/1/36 Series issued under this Offer document will be allotted on Monday, 10th February 2014

(iii) INTEREST ON THE COUPON BEARING DEBENTURES

(a) **Interest Rate:** Debentures shall carry interest at a fixed coupon rate from the corresponding deemed date of allotment.

The interest shall be subject to deduction of tax at source at the rates prevailing from time to time under the provisions of the Income tax Act, 1961, or any other statutory modification or re-enactment thereof, for which a certificate will be issued by the Company.

(b) **Computation of Interest:** Interest for each of the interest periods shall be computed on an actual days in a year basis on the principal outstanding on the Debentures at the coupon rate. However, where the interest period (start date to end date) includes 29th February, interest shall be computed on 366 days-a-year basis, on the principal outstanding on the Debentures at the coupon rate.

(c) **Payment of Interest:** The interest will be payable to the beneficiaries as per the list of beneficiaries provided by the Depository which includes National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL) as on the record date.

(d) **Default Interest:** All interest on the Debentures and all other monies due shall, in case the same is not paid on the respective due dates, carry further additional interest at the rate of 2% per annum computed from the respective due dates and shall become payable upon the footing of compound interest with rests taken half yearly.

(iv) INTEREST ON APPLICATION MONEY

In case of interest on application money, interest at the applicable rate mentioned in Clause 7.3 above (subject to deduction of tax at source at the rates prevailing from time to time under the provisions of the Income Tax Act, 1961, or any other statutory modification or re-enactment thereof for which a certificate will be issued by the Company) will be paid on the application money. Such interest shall be paid from the date of realisation of the cheque(s)/ demand draft(s) up to but not including the deemed date of allotment. The respective interest payment instruments along with the letters of allotment/ refund orders, as the case may be, will be dispatched by registered post to the sole/ first applicant, at the sole risk of the applicant.

(v) TAX DEDUCTION AT SOURCE (TDS)

No TDS shall be deducted on the interest received as these bonds are issued compulsorily in demat mode. However, in case any debenture holder rematerializes the debentures or holds in physical form normal TDS provisions will become applicable

Tax as applicable under the Income Tax Act, 1961 or under any other statutory modification or re-enactment thereof will be deducted at source on coupon payment on Final Redemption/Early Redemption as the case may be. Requisite certificate for tax deducted at source, as contemplated and/or required under the provisions of the Income Tax Act, 1961 from time to time, will be issued to the registered holders of the Debentures as per records on the Record Date/Early Redemption Date as applicable. Tax exemption certificate/document (in duplicate), if any must be lodged at the office of the Company or the designated office of the Company prior to the Record date/Early Redemption Date, as applicable.

(vi) TRANSFERABILITY

The Debenture issued will be freely transferable and transmittable. The Debentures shall be transferable and transmittable in the same manner and to the same extent and be subject to the same restrictions and limitations as in the case of the equity shares of the Company. The provisions relating to transfer and transmission in respect of the shares as provided in the Articles of Association of the Company shall apply mutatis mutandis to the Debentures.

(vii) PAYMENT ON REDEMPTION

Payment of the redemption amount of the Debentures will be made by the Company to the beneficiaries as per the beneficiary list provided by the Depository as on the record date. The Debentures shall be taken as discharged on payment of the redemption amount by the Company to the beneficiaries as per the beneficiary list. Such payment will be a legal discharge of the liability of the Company towards the Debenture Holders. On such payment being made, the Company will inform Depository (NSDL/CDSL) and accordingly the account of the Debenture holders with NSDL / CDSL will be adjusted. The Company's liability to the debenture holder in respect of all their rights including for payment or otherwise shall cease and stand extinguished after maturity in all events save and except the Debenture Holder's right of redemption as stated above. On the Company dispatching the payment instrument towards payment of the redemption amount as specified above in respect of the Debentures, the liability of the Company shall stand extinguished.

Liquidated damages on defaulted amounts: In case of default in the redemption of the Debentures (under any Series) or default in the payment of interest and all other monies on their respective due dates the Company shall pay on the defaulted amounts, liquidated damages at the rate of 2% per annum for the period of default.

(viii) EFFECT OF HOLIDAYS

Should any of dates defined above or elsewhere in this Disclosure Document, excepting the deemed date of allotment and the principal repayment date i.e. redemption date, fall on a Saturday, Sunday or a public holiday, the next working day shall be considered as the effective date(s). In case if the principal repayment date i.e. redemption date falls on Saturday, Sunday or a holiday, then the payment will be made on previous working day and the interest thereon shall be computed on actual day count up to the date of payment. The Company's liability to the debenture holder in respect of all their rights including for payment or otherwise shall cease and stand extinguished after maturity in all events save and except the Debenture Holder's right of redemption as stated above.

(ix) LETTER OF ALLOTMENT AND DEBENTURE CERTIFICATE IN DEMAT MODE

The Company will make allotment of Debentures to investors in due course after verification of the application form, the accompanying documents and on realisation of the application money. The allotted Debentures at the first instance will be credited in dematerialised form within seven days of the date of allotment.

(x) REPLACEMENT OF DEBENTURE CERTIFICATES

If the Debentures (under any of the Series) are issued in physical format, and if the Debenture Certificate is mutilated or defaced then, upon production thereof to the Company, the Company shall cancel the same and issue a new certificate in lieu thereof. If, any Debenture Certificate is lost, stolen or destroyed then, upon proof thereof to the satisfaction of the Company and upon furnishing such indemnity as the Company may deem adequate and upon payment of any expenses incurred by the Company in connection with proof of such destruction or theft or in connection with such indemnity, the Company shall issue a new certificate. A fee will be charged by the Company not exceeding a sum of Rs.2/- on each fresh Debenture Certificate issued hereunder except certificates in replacement of those which are old, decrepit or worn out or defaced or where the cages for recording transfers have been fully utilised.

(xi) RIGHT TO ACCEPT OR REJECT APPLICATIONS

The Company is entitled at its sole and absolute discretion to accept or reject an application, in part or in full, without assigning any reason thereof. An application form, which is not complete in all respects, shall be liable to be rejected. Any application, which has been rejected, would be intimated by the Company along with a refund warrant.

(xii) RECORD DATE

The record date will be at least 15 days prior to each interest payment/ principal repayment date.

(xiii) RIGHT OF COMPANY TO PURCHASE & RE-ISSUE DEBENTURES

The Company will have the power exercisable at its absolute discretion from time to time to purchase some or all of the Debentures held by the Debenture holder at any time prior to the specified date(s) of redemption. Such buy-back of Debentures may be at par or at premium/discount to the par value at the sole discretion of the Company. In the event of the Debentures being so purchased and/or redeemed before maturity in any circumstances whatsoever, the Company shall have the right to re-issue the Debentures under Section 121 of the Companies Act, 1956.

(xiv) FUTURE BORROWINGS

The Company shall be entitled, from time to time, to make further issue of Debentures and or such other instruments to the public, members of the Company and/or avail of further financial and/or guarantee facilities from financial institutions, banks and/or any other person(s) on the security or otherwise of its properties without the consent of Debenture holders.

(xv) RIGHTS OF DEBENTURE HOLDERS

The Debenture holder will not be entitled to any rights and privileges of Shareholders other than those available to them under applicable statutory provisions. The Debentures shall not confer upon the Debenture holder the right to receive notice, or to attend and vote at the general meetings of Shareholders of the Company.

(xvi) TRUSTEES

IDBI Trusteeship Services Limited, Asian Building, Ground floor, 17 R Kamani Marg, Ballard Estate, Mumbai 400001 has consented to act as the Debenture Trustee for the holders of the Debentures issued under this Offer Document (hereinafter referred to as 'Trustees' / "Debenture Trustee") The debenture holders shall, without any further act or deed, be deemed to have irrevocably given their consent to the appointment of the Trustees by the Company. The Debenture-holders shall without further act or deed, also be deemed to have already given their consent to and authorised the Trustees, or any of their Agents or authorised officials to do all such acts, deeds, matters and things in respect of or relating to the Debentures as the Trustees may in their absolute discretion deem necessary or required to be done in the interest of the Debenture-holders. All rights and remedies under the Debenture Trust Deed and/or other security documents shall vest in and be exercised by the Trustees without having it referred to the Debenture-holders.

The Company reserves the right to appoint any other SEBI Registered trustee.

The Trustees shall have a right to appoint a Nominee on the Board of Directors of the Company (hereinafter referred to as "the Nominee Director") in terms of the SEBI guidelines in the event of:

- a. two consecutive defaults in payment of interest to the Debenture Holders; or
- b. default in redemption of Debentures.
- c. default in creation of Security

(xvii) KYC COMPLIANCE

The applications that do not conform to the KYC Norms issued by Reserve Bank of India for Banks, NBFCs and Financial Institutions are liable for rejection. The documents required to be produced are provided in the application form.

(xviii) SUCCESSION

In the event of demise of the Debenture holder, the Company will recognize the executor or administrator of the deceased Debenture holder, or the holder of succession certificate or other legal representative as having title to the Debentures. The Company shall not be bound to recognize such executor, administrator or holder of the succession certificate or other legal representative as having title to the Debentures, unless such executor or administrator obtains probate of letter or administration or such holder is the holder of succession certificate or other legal representation, as the case may be, from a competent Court in India having jurisdiction over the matter. The

Directors of the Company may, in their absolute discretion, where they think fit, dispense with production of probate or letter of administration or succession certificate or other legal representation, in order to recognise such holder as being entitled to the Debentures standing in the name of the deceased Debenture holder on production of sufficient documentary proof or indemnity.

(xix) OPTION TO ISSUE FURTHER DEBENTURES

The Company reserves the option to issue and allot Debentures of the Company other than stated in this Document.

(xx) GOVERNING LAW

The Debentures are governed by and shall be construed in accordance with the existing Indian laws. Any dispute arising thereof will be subject to the exclusive jurisdiction of the courts in the city of Ahmedabad.

(xxi) UNDERTAKING BY THE COMPANY

The Company hereby undertakes that:

- (i) the complaints received in respect of the Issue shall be attended to expeditiously and satisfactorily.
- (ii) that all steps for completion of the necessary formalities for listing and commencement of trading at the stock exchange where the securities are to be listed are taken within 15 days or such higher no. of days as may be available under Applicable law, from the date of allotment.
- (iii) that the Company shall forward the details of utilisation of the funds raised through the Debentures duly certified by the Statutory Auditors, to the Debenture Trustees 60 days from the end of financial year.
- (iv) that the Company shall disclose the complete name and address of the Debenture Trustee in its Annual Report.
- (v) that the Company shall furnish a confirmation certificate to the Debenture Trustees that the charge on the security created by the Company in favour of the Debenture Trustees is properly maintained and is adequate enough to meet the payment obligations towards the debenture holders in the event of default.

(xxii) DISCOUNT ON THE OFFER PRICE

The debentures are issued for cash at par and not at discount to offer price.

(xxiii). DEBT EQUITY RATIO

	Post issue	Pre issue	2012-13	2011-12	2010-11
Debt equity ratio	6.38 times	6.28 times	8.19	4.10	0.93

(xxiv) PERMISSION AND CONSENT FROM THE CREDITORS

The Debenture Trustee shall in future provide consent to the Company to create *pari-passu* charge for and on behalf of the Debenture holders.

(xxv) RATING RATIONALE ADOPTED BY RATING AGENCIES

Copy of letter from Care Ratings dated February 05, 2014 assigning 'CARE AAA' and letter dated February 04, 2014 assigning 'CRISIL AAA/Stable by CRISIL' for the Debenture issued/to be issued by the Company under this document. The rating rationale is attached as Annexure II.

(xxvi) LISTING OF DEBENTURES

The Company shall get the debentures listed on the Wholesale Debt Market (WDM) segment of the Bombay Stock Exchange Limited.

(xxvii) DEBENTURE TRUST DEED

The Debentures to be issued under the terms of this Information memorandum shall be governed by the terms of the debenture trust deed dated December 19, 2013 executed by and between the Company and the Debenture Trustee. A copy of the debenture trust deed is available with the Debenture Trustee at its office in Mumbai. The Company confirms that the present issue of Debentures being Series 2014 A/1/36 is within the overall limit of Rs.5000 Crores fixed under the Debenture Trust Deed.

(xxviii) DEBENTURES FREE FROM EQUITIES

The Debenture holders will be entitled to their Debentures free from equities or cross claims by the Company against the original or any intermediate holders thereof.

(xxix) DEBENTURE HOLDERS NOT ENTITLED TO SHAREHOLDERS' RIGHTS

The Debenture holders will not be entitled to any of the rights and privileges available to the shareholders including right to receive notices of or to attend and vote at General Meetings or to receive Annual Reports of the Company.

If, however, any resolution affecting the rights attached to the Debentures is placed before the shareholders, such resolution will first be placed before the Debenture holders for their consideration.

(xxx) ENFORCEMENT OF SECURITY

On the occurrence of any of any Events of Default as set out in the Trust Deed, the Trustees may, and if so requested in writing by the holders of the Debentures representing not less than three-fourths in value of the nominal amount of the Debentures for the time being outstanding or if so directed by a Special Resolution of the Debenture holders, shall give notice to the Debenture Trustee who in turn shall give notice to the Company that the Debentures are and they shall immediately become due and payable for their principal amount together with accrued interest as provided in the Trust Deed. At any time after the Debentures or any of them have become repayable and have not been repaid, the Trustees may at their discretion and without further notice institute such proceedings against the Company as they may think fit to enforce repayment thereof together with accrued interest and all other monies payable in respect thereof but they shall not be bound to take any such proceedings unless:-

- (a) the Trustees are so directed by a Special Resolution passed by the Debenture holders or so requested in writing by the holders of the Debentures representing not less than three-fourths in value of the nominal amount of the Debentures for the time being outstanding;
- (b) sufficient monies are advanced by the Debenture holders to the Trustees for enforcement of rights; and
- (c) the Trustees are indemnified to their satisfaction by the Debenture holders.

8. APPLICATION PROCESS

8.1 HOW TO APPLY

The Issue will open on the issue opening date and close on the issue closing date (both days inclusive) as stated herein below. Potential investors who wish to invest in the Issue are requested to submit an application for the Debentures with all the accompanying documents and the application money at any time starting from the issue opening date and upto the issue closing date. The Company shall pay interest on the application money at the rate to be set out herein. On the issue closing date, the cut-off time for submitting the application alongwith the accompanying documents and the application money is 10:00 a.m. if application money is paid through high-value cheques or 2:00 pm, if application money is credited through RTGS.

Applications for the Debentures must be made in the Application Form and must be completed in block letters in English by investors. Application Forms must be accompanied by either a demand draft or cheque or electronic transfer drawn or made payable in favour of "HDB Financial Services Limited" and should be crossed "Account Payee only" / or if by RTGS, the details of which are mentioned herein below. The full amount of the Face Value applied for has to be paid along with the delivery of the fully completed and executed Application Form together with other applicable documents described below.

Cheques/demand drafts/electronic transfer may be drawn on any scheduled bank and payable at Mumbai. The Company assumes no responsibility for any applications/cheques/demand drafts lost in mail or in transit.

8.2 WHO CAN APPLY?

Nothing in this Information Memorandum/Disclosure Document shall constitute and/or deem to constitute an offer or an invitation to an offer, to be made to the Indian public or any section thereof through this Information Memorandum/Disclosure Document, and this Information Memorandum/Disclosure Document and its contents should not be construed to be a prospectus under the Companies Act. In order to subscribe to the Debentures a person must be either:

- a) Commercial Bank,
- b) Co-operative Bank
- c) Regional Rural Bank,
- d) Provident Fund, Superannuation Fund or Gratuity Fund,
- e) Pension Fund
- f) Mutual Fund,
- g) Company, Bodies Corporate, Statutory Corporation,
- h) Registered Society,
- i) Partnership firm,
- j) Hindu Undivided Family (“HUF”)
- k) Individual,
- l) Private trust,
- m) Insurance Company,
- n) Portfolio Manager or
- o) Any other investor permitted to invest in Debentures of Indian body corporate.

This Information Memorandum/Disclosure Document and the contents hereof are restricted for only the intended recipient(s) who have been addressed directly through a communication by or on behalf of the Company and only such recipients are eligible to apply for the Debentures. All investors are required to comply with the relevant regulations/guidelines applicable to them for investing in this Issue.

a. Application by Banks/ Corporate Bodies/ Mutual Funds/ Financial Institutions/ Trusts/ Statutory Corporations

The applications must be accompanied by certified true copies of (i) memorandum and articles of association/constitution/bye-laws/trust deed; (ii) resolution authorizing investment and containing operating instructions; (iii) specimen signatures of authorized signatories; and (iv) necessary form for claiming exemption from on interest on application money. Application made by an Asset Management Company or custodian of Mutual Fund shall clearly indicate the name of the concerned scheme for which application is being made.

b. Application by Partnership Firm

The applications must be accompanied by certified copies of (i) the PAN Card of the partnership firm; (ii) copy of the partnership deed; (iii) the photo identity proof like Passport / PAN Card / Driving License, etc. of the partner(s) signing the Application Form and specimen signatures of authorised signatories; and (iv) an authority letter from all partners authorising such investment.

c. Application by HUF

The applications must be accompanied by certified copies of the PAN Card of the HUF, the photo identity proof like Passport / PAN Card / Driving License, etc. of the Karta of the HUF, telephone bill/electricity bill/bank account statement, etc. and an HUF declaration from the Karta and co-parcenars authorizing such investment.

d. Application by Individual

The applications must be accompanied by certified copies of photo identity proof like Passport / PAN Card / Driving License, telephone bill/electricity bill/bank account statement, etc.

e. Application under Power of Attorney

A certified true copy of the power of attorney or the relevant authority as the case may be along with the names and specimen signatures of all authorised signatories must be lodged along with the submission of the completed Application Form. Further, modifications/additions in the power of attorney or authority should be delivered to the Company at its Registered Office.

8.3 Submission of completed Application Form

All applications duly completed accompanied by account payee cheques/drafts/application money/transfer instructions from the respective investor's account to the account of /favouring the Issuer shall be submitted at the Corporate Offices of the Issuer being Madhusudan Estate, Ground Floor, Pandurang Budhkar Marg, Lower Parel, Mumbai - 400013.

8.4 ISSUE PROGRAMME

ISSUE OPENING DATE	Monday, 10th February 2014
ISSUE CLOSING DATE	Monday, 10th February 2014
DEEMED DATE OF ALLOTMENT	Monday, 10th February 2014

The Company reserves the right to change the Issue programme, including the Date of Allotment, at its sole discretion, without giving any reasons or prior notice. Debentures will be open for subscription at the commencement of banking hours and close at the close of banking hours on the dates specified in this Information Memorandum/Disclosure Document/Term Sheet.

8.5 MODE OF PAYMENT

All cheques/drafts/transfers/RTGS must be made payable to “HDB Financial Services Limited”. Details for RTGS payments are mentioned herein below:

Name of Bank	HDFC Bank Ltd
Branch	Fort,
Address of Bank	Maneckji Wadia Building, Fort, Mumbai 400023
IFSC Code	HDFC0000060
Account number	00600310011994
Type of Account	Current
Name of beneficiary	HDB Financial Services Limited
Name of Account	HDB Financial Services Limited

8.6 PROCEDURE AND TIME OF SCHEDULE FOR ALLOTMENT

On the Debentures being subscribed under this issue or any of the Series, the Debentures would be Allotted by such persons as are authorized by the Board from time to time. The Company will execute corporate action and credit the debentures to the Depository Participant account of the Allottee within 2 working days.

8.7 BASIS OF ALLOTMENT

The Company has the sole and absolute right to allot the Debentures to any applicant.

8.8 RIGHT TO ACCEPT OR REJECT APPLICATIONS

The Company is entitled at its sole and absolute discretion to accept or reject any application, in part or in full, without assigning any reason. Application Forms that are not complete in all respects shall be rejected at the sole and absolute discretion of the Company.

8.9 DISPATCH OF REFUND ORDERS

The Company shall ensure dispatch of refund orders by registered post.

8.10 LOSS OF INTEREST CHEQUES/REFUND CHEQUES

Loss of interest cheques/refund cheques should be intimated to the Company along with request for duplicate issue. The issue of duplicates in this regard shall be governed by applicable law and any other conditions as may be prescribed by the Company.

DISCLAIMER: PLEASE NOTE THAT ONLY THOSE PERSONS TO WHOM THIS MEMORANDUM HAS BEEN SPECIFICALLY ADDRESSED ARE ELIGIBLE TO APPLY. HOWEVER, AN APPLICATION, EVEN IF COMPLETE IN ALL RESPECTS, IS LIABLE TO BE REJECTED WITHOUT ASSIGNING ANY REASON FOR THE SAME. THE LIST OF DOCUMENTS PROVIDED ABOVE IS ONLY INDICATIVE, AND AN INVESTOR IS REQUIRED TO PROVIDE ALL THOSE DOCUMENTS / AUTHORIZATIONS / INFORMATION, WHICH ARE LIKELY TO BE REQUIRED BY THE COMPANY. THE COMPANY MAY, BUT IS NOT BOUND TO REVERT TO ANY INVESTOR FOR ANY ADDITIONAL DOCUMENTS / INFORMATION, AND CAN ACCEPT OR REJECT AN APPLICATION AS IT DEEMS FIT. INVESTMENT BY INVESTORS FALLING IN THE CATEGORIES MENTIONED ABOVE ARE MERELY INDICATIVE AND THE COMPANY DOES NOT WARRANT THAT THEY ARE PERMITTED TO INVEST AS PER EXTANT LAWS, REGULATIONS, ETC. EACH OF THE ABOVE CATEGORIES OF INVESTORS IS REQUIRED TO CHECK AND COMPLY WITH EXTANT RULES/REGULATIONS/ GUIDELINES, ETC. GOVERNING OR REGULATING THEIR INVESTMENTS AS APPLICABLE TO THEM AND THE COMPANY IS NOT, IN ANY WAY, DIRECTLY OR INDIRECTLY, RESPONSIBLE FOR ANY STATUTORY OR REGULATORY BREACHES BY ANY INVESTOR, NEITHER IS THE COMPANY REQUIRED TO CHECK OR CONFIRM THE SAME.

9. RISK FACTORS

PROSPECTIVE INVESTORS ARE ADVISED TO CAREFULLY READ THESE KEY RISKS ASSOCIATED WITH THE DEBENTURES

9.1 General

The Debentures are sophisticated instruments which involve a significant degree of risk and are intended for sale only to those investors capable of understanding the risks involved in such instruments. Do note that both the return on the Debentures and the return of the principal amount in full are at risk if the Debentures are not held till or for any reason have to be sold or redeemed before the Redemption Date. The Debentures are a principal protected product only upon maturity.

The Debentures are structured and are complex and an investment in such a structured product may involve a high risk of loss of a part of the initial investment as compared to investment in other securities unless held till redemption date. The investor shall receive at least the face value of the Debenture only if the investor holds and is able to hold the Debentures till the redemption date. Prior to investing in the Debentures, a prospective investor should ensure that such prospective investor understands the nature of all the risks associated with the investment in order to determine whether the investment is suitable for such prospective investor in light of such prospective investor's experience, objectives, financial position and other relevant circumstances. Prospective investors should independently consult with their legal, regulatory, tax, financial and/or accounting advisors to the extent the prospective investor considers necessary in order to make their own investment decisions.

The Company believes that the following factors may affect its ability to fulfill its obligations in respect of the Debentures. All of these factors are contingencies which may or may not occur and the Company is not in a position to express a view on the likelihood of any such contingency occurring. The Company believes that the factors described below represent the principal risks inherent in investing in the Debentures, but the inability of the Company, as the case may be, to pay principal or other amounts on or in connection with any Debentures may occur for other reasons and the Company does not represent that the statements below regarding the risks of holding any Debentures are exhaustive. Potential investors should perform their own independent investigation of the financial condition and affairs of the Company, and their own appraisal of the creditworthiness of the Company. Potential

investors should consult their own financial, legal, tax and other professional advisors as to the risks and investment considerations with respect to the Debentures. Potential investors should thereafter reach their own views prior to making any investment decision.

9.2 Credit Risk

Prospective investors should be aware that receipt of any coupon payment and principal amount at maturity on the Debentures is subject to the credit risk of the Issuer. Investors assume the risk that the Company will not be able to satisfy its obligations under the Debentures. Any stated credit rating of the Company reflects the independent opinion of the rating agency as to the creditworthiness of the rated entity but is not a guarantee of credit quality of the Company. Any downgrading of the credit ratings of the Company or its parent or affiliates, by any rating agency could result in a reduction in the value of the Debentures. In the event that bankruptcy proceedings or composition, scheme of arrangement or similar proceedings to avert bankruptcy are instituted by or against the Company, the payment of sums due on the Debentures may be substantially reduced, delayed or lost. The holding company or the other group companies of the Issuer are not entitled to and will not support the Issuer in case of any bankruptcy of the Issuer.

9.3 Purchases and sales by the Company and its affiliates may affect the Debenture Holders' return

The Company and its affiliates may from time to time buy or sell the Debentures or debt instruments similar to the Debentures and/or other obligations or have positions in securities economically related to a series of Debentures for their own account for business reasons or in connection with hedging of the obligations under the particular series of Debentures. These transactions could affect the price of such obligations or securities in a manner that would be adverse to the holder's investment in the Debentures. The Company and its affiliates have not considered, and are not required to consider, the interests of investors as holders of the Debentures in connection with entering into any of the above mentioned transactions.

9.4 The secondary market for the Debentures may be non-existent or the Debentures may be illiquid.

The Debentures may be very illiquid and no secondary market may develop in respect thereof. Even if there is a secondary market for the Debentures, it is not likely to provide significant liquidity. An illiquid market may have an adverse impact on the price at which the Debentures may be sold in the secondary market. Any such Debenture so purchased may be required to be held or resold or surrendered for cancellation. To the extent that an issue of Debentures becomes illiquid, an Investor may have to hold the Debenture until redemption to realize value.

9.5 Charge over the Secured Assets

The Debentures are secured by first pari passu mortgage in favour of the Trustees on all the Company's immovable property situated at Heera Panna Commercial Complex", 3rd Floor, Dr. Yagnik Road, Rajkot and first *and exclusive* charge over present and future receivables of the Issuer having minimum asset cover of 1.10 times. The creation and maintenance of charge and enforcement of the security in the event of default shall be as set out in the Debenture Trust Deed and Deed of Hypothecation.

In the event that the Company is unable to meet its payment and other obligations towards potential investors under the terms of the Debentures, the Debenture Trustee may enforce the security created in respect of Secured Assets. The potential investor's recovery in relation to the Debentures will be subject to (i) the market value of the Secured

Assets, and (ii) finding a willing buyer for the Secured Assets at a price sufficient to repay the potential investors amounts outstanding under the Debentures.

9.6 Tax Considerations and Legal Considerations

Special tax considerations and legal considerations may apply to certain types of potential investors. Potential investors are urged to consult with their own financial, legal, tax and other professional advisors to determine any financial, legal, tax and other implications of this investment.

9.7 Accounting Considerations

Special accounting considerations may apply to certain types of taxpayers. Potential investors are urged to consult with their own accounting advisors to determine implications of this investment

9.8 Our business requires substantial capital, and any disruption in funding sources would have a material adverse effect on our liquidity and financial condition.

As a finance company, our liquidity and ongoing profitability are, in large part, dependent upon our timely access to, and the costs associated with, raising capital. Our funding requirements historically have been met from a combination of term loans from banks and financial institutions, issuance of redeemable nonconvertible debentures, public deposits, the issue of subordinated bonds and commercial paper. Thus, our business depends and will continue to depend on our ability to access diversified funding sources. Our ability to raise funds on acceptable terms and at competitive rates continues to depend on various factors including our credit ratings, the regulatory environment and policy initiatives in India, developments in the international markets affecting the Indian economy, investors' and/or lenders' perception of demand for debt and equity securities of NBFCs, and our current and future results of operations and financial condition.

Changes in economic and financial conditions or continuing lack of liquidity in the market could make it difficult for us to access funds at competitive rates. As an NBFC, we also face certain restrictions on our ability to raise money from international markets which may further constrain our ability to raise funds at attractive rates.

Such conditions may occur again in the future and may lead to a disruption in our primary funding sources at competitive costs and would have a material adverse effect on our liquidity and financial condition.

9.9 High levels of customer defaults could adversely affect our business, financial condition and results of operations.

Our business involves lending money and accordingly we are subject to customer default risks including default or delay in repayment of principal or interest on our loans. Customers may default on their obligations to us as a result of various factors including bankruptcy, lack of liquidity, lack of business and operational failure. If borrowers fail to repay loans in a timely manner or at all, our financial condition and results of operations will be adversely impacted.

9.10 Our entire customer base comprises individual and/or small enterprise segment borrowers, who generally are more likely to be affected by declining economic conditions than larger corporate borrowers.

Individual and small enterprise segment borrowers generally are less financially resilient than larger corporate borrowers, and, as a result, they can be more adversely affected by declining economic conditions. In addition, a significant majority of our customer base belongs to the low to medium income group and/or the small enterprises finance sector. Furthermore, unlike several developed economies, a nationwide credit bureau has only recently become operational in India, so there is less financial information available about individuals, particularly our focus customer segment from the low to medium income group who typically have limited access to other financing sources. It is therefore difficult to carry out precise credit risk analyses on our customers. Although we believe that our risk management controls are sufficient, we cannot be certain that they will continue to be sufficient or that additional risk management policies for individual borrowers will not be required. Failure to maintain sufficient credit assessment policies, particularly for individual borrowers, could adversely affect our credit portfolio which could have a material and adverse effect on our results of operations and financial condition.

9.11 We face increasing competition in our business which may result in declining margins if we are unable to compete effectively.

We face competition in all our lines of businesses. Our primary competitors are other NBFCs, public sector banks, private sector banks, co-operative banks and foreign banks and the unorganized financiers who principally operate in the local markets. Over the past few years, the retail financing area has seen the entry of banks, both nationalized as well as foreign. Banks have access to low cost funds which enables them to enjoy higher margins and / or offer finance at lower rates. NBFCs do not have access to large quantities of low cost deposits, a factor which can render them less competitive. In addition, interest rate deregulation and other liberalization measures affecting the retail and small enterprises finance sector, together with increased demand for capital by individuals as well as small enterprises, have resulted in an increase in competition.

All of these factors have resulted in us facing increased competition from other lenders in each of our lines of businesses, including commercial banks and other NBFCs. Our ability to compete effectively will depend, to some extent, on our ability to raise low-cost funding in the future. Furthermore, as a result of increased competition in the finance sector, finance products are becoming increasingly standardized and variable interest rate and payment terms and lower processing fees are becoming increasingly common in the finance sector in India. There can be no assurance that we will be able to react effectively to these or other market developments or compete effectively with new and existing players in the increasingly competitive finance industry. Increasing competition may have an adverse effect on our net interest margin and other income, and, if we are unable to compete successfully, our market share may decline.

If we are unable to compete effectively with other participants in the finance sector, our business, future financial performance and the trading price of the NCDs may be adversely affected.

9.12 If we are unable to manage the level of NPAs in our Loan Assets, our financial position and results of operations may suffer.

Our Gross NPAs as a percentage of Total Loan Assets were 0.44 % and 0.10 % as of March 31, 2013 and March 31, 2012 respectively, while our Net NPAs as a percentage of Net Loan Assets were 0.25 % and 0.05 % as of March 31, 2013 and March 31, 2012, respectively. We cannot be sure that we will be able to improve our collections and recoveries in relation to our NPAs or otherwise adequately control our level of NPAs in future. Moreover, as our loan

portfolio matures, we may experience greater defaults in principal and/or interest repayments. Thus, if we are not able to control or reduce our level of NPAs, the overall quality of our loan portfolio may deteriorate and our results of operations may be adversely affected.

Furthermore, our current provisions may not be adequate when compared to the loan portfolios of other financial institutions. Moreover, there also can be no assurance that there will be no further deterioration in our provisioning coverage as a percentage of Gross NPAs or otherwise, or that the percentage of NPAs that we will be able to recover will be similar to our past experience of recoveries of NPAs. In the event of any further deterioration in our NPA portfolio, there could be an even greater, adverse impact on our results of operations.

9.13 A decline in our capital adequacy ratio could restrict our future business growth.

As per RBI notification dated February 17, 2011, all non deposit taking NBFCs have to maintain a minimum capital adequacy ratio, consisting of Tier I and Tier II capital, which shall not be less than 15.00% of its aggregate risk weighted assets on balance sheet and risk adjusted value of off-balance sheet items w.e.f. March 31, 2013. Our capital adequacy ratio computed on the basis of applicable RBI requirements was 18.34 % as of March 31, 2013, with Tier I capital comprising 10.11 %. If we continue to grow our loan portfolio and asset base, we will be required to raise additional Tier I and Tier II capital in order to continue to meet applicable capital adequacy ratios with respect to our business. There can be no assurance that we will be able to raise adequate additional capital in the future on terms favorable to us or at all and this may adversely affect the growth of our business.

9.14 We face asset-liability mismatches which could affect our liquidity and consequently may adversely affect our operations and profitability.

We face potential liquidity risks due to varying periods over which our assets and liabilities mature. As is typical for NBFCs, a portion of our funding requirements is met through short-term funding sources such as bank loans, working capital demand loans, cash credit, short term loans and commercial papers. However, each of our products differs in terms of the average tenor, average yield, average interest rates and average size of loan. The average tenor of our products may not match with the average tenor of our liabilities. Consequently, our inability to obtain additional credit facilities or renew our existing credit facilities, in a timely and cost-effective manner or at all, may lead to mismatches between our assets and liabilities, which in turn may adversely affect our operations and financial performance. Further, mismatches between our assets and liabilities are compounded in case of pre-payments of the financing facilities we grant to our customers.

9.15 System failures or inadequacy and security breaches in computer systems may adversely affect our business.

Our business is increasingly dependent on our ability to process, on a daily basis, a large number of transactions. Our financial, accounting or other data processing systems may fail to operate adequately or become disabled as a result of events that are wholly or partially beyond our control including a disruption of electrical or communications services. Our ability to operate and remain competitive will depend in part on our ability to maintain and upgrade our information technology systems on a timely and cost-effective basis. The information available to and received by our management through our existing systems may not be timely and sufficient to manage risks or to plan for and respond to changes in market conditions and other developments in our operations. We may experience difficulties in upgrading, developing and expanding our systems quickly enough to accommodate our growing customer base and range of products.

Our operations also rely on the secure processing, storage and transmission of confidential and other information in our computer systems and networks. Our computer systems, software and networks may be vulnerable to unauthorized access, computer viruses or other malicious code and other events that could compromise data

integrity and security. Any failure to effectively maintain or improve or upgrade our management information systems in a timely manner could materially and adversely affect our competitiveness, financial position and results of operations. Moreover, if any of these systems do not operate properly or are disabled or if there are other shortcomings or failures in our internal processes or systems, it could affect our operations or result in financial loss, disruption of our businesses, regulatory intervention or damage to our reputation. In addition, our ability to conduct business may be adversely impacted by a disruption in the infrastructure that supports our businesses and the localities in which we are located.

9.16 We may not be able to maintain our current levels of profitability due to increased costs or reduced spreads.

Our business strategy involves a relatively high level of ongoing interaction with our customers. We believe that this involvement is an important part of developing our relationship with our customers, identifying new cross-selling opportunities and monitoring our performance. However, this level of involvement also entails higher levels of costs and also requires a relatively higher gross spread, or margin, on the finance products we offer in order to maintain profitability. There can be no assurance that we will be able to maintain our current levels of profitability if the gross spreads on our finance products were to reduce substantially, which could adversely affect our results of operations.

The Company has disclosed its unaudited financial results for the half year ended September 30, 2013 in published in accordance with clause 29 of the Debt Listing Agreement which were subjected to the limited review report by the statutory auditors of the company. The aforesaid financial results and limited review report are available for inspection.

9.17 We are subject to supervision and regulation by the RBI as a non-deposit-taking NBFC, and changes in RBI's regulations governing us could adversely affect our business.

We are subject to the RBI's guidelines on financial regulation of NBFCs, including capital adequacy, exposure and other prudential norms. The RBI also regulates the credit flow by banks to NBFCs and provides guidelines to commercial banks with respect to their investment and credit exposure norms for lending to NBFCs. The RBI's regulations of NBFCs could change in the future which may require us to restructure our activities, incur additional costs or could otherwise adversely affect our business and our financial performance.

9.18 Civil unrest, terrorist attacks and war would affect our business.

Terrorist attacks and other acts of violence, war or conflicts, particularly those involving India, as well as the United States of America, the United Kingdom, Singapore and the European Union, may adversely affect Indian and global financial markets. Such acts may negatively impact business sentiment, which could adversely affect our business and profitability. India has from time to time experienced and continues to experience, social and civil unrest, terrorist attacks and hostilities with neighboring countries. Also, some of India's neighboring countries have experienced or are currently experiencing internal unrest. This, in turn, could have a material adverse effect on the Indian economy and in turn may adversely affect our operations and profitability and the market for the Debentures.

9.19 Our business may be adversely impacted by natural calamities or unfavourable climatic changes.

India, Bangladesh, Pakistan, Indonesia, Japan and other Asian countries have experienced natural calamities such as earthquakes, floods, droughts and a tsunami in recent years. Some of these countries have also experienced pandemics, including the outbreak of avian flu. These economies could be affected by the extent and severity of such natural disasters and pandemics which could, in turn affect the financial services sector of which our Company is a

part. Prolonged spells of abnormal rainfall, draught and other natural calamities could have an adverse impact on the economy, which could in turn adversely affect our business and the price of our Debentures.

9.20 Any downgrading of India's sovereign rating by an international rating agency (ies) may affect our business and our liquidity to a great extent.

Any adverse revision to India's credit rating for domestic and international debt by international rating agencies may adversely impact our ability to raise additional finances at favourable interest rates and other commercial terms. This could have an adverse effect on our growth, financial performance and our operations.

9.21 Dispute Resolution

A Party shall not commence court proceedings (except proceedings seeking interlocutory relief) in respect of a dispute arising out of this Information Memorandum unless it has complied with this Clause.

A Party claiming that a dispute has arisen in relation to this Information Memorandum shall notify the authorised representative of the other Party to the dispute giving details of the dispute and shall try to settle the same amicably.

If any dispute under this Information Memorandum remains unresolved for 5 Business Days from the date on which notice setting out the nature of the dispute is served by one Party on the other, either Party may request a meeting within a further 5 Business Days between senior personnel (as notified by each Party to the other for this purpose) who shall have power to resolve the dispute.

In the event the Parties are not able to amicably resolve and settle the disputes/ differences under the procedure mentioned above, the dispute / difference shall be referred to the arbitration by a single arbitrator to be jointly appointed. In the event the Parties fail to concur in appointing the sole arbitrator, the arbitrator shall be appointed in accordance with the provisions of the Arbitration & Conciliation Act, 1996. The arbitration shall be conducted in accordance with the Arbitration & Conciliation Act, 1996 for the time being in force or any statutory modification or re-enactment thereof. The place of Arbitration shall be in Ahmedabad, Gujarat. The language of the Arbitration shall be English. The award of the arbitrator shall be final and binding upon the Parties herein.

10. SUMMARY TERM SHEET

Summary term sheet shall be provided which shall include at least following information (where relevant) pertaining to the Secured Non Convertible debt securities (or a series thereof):-

Security Name	HDB/10.05%/annual/2017
Issuer	HDB Financial Services Limited
Type of Instrument	Secured Non Convertible Debentures
Nature of Instrument	Secured
Seniority	Senior
Mode of Issue	Private placement
Eligible Investors	<ul style="list-style-type: none"> i. Commercial Bank, ii. Co-operative Bank, iii. Regional Rural Bank, iv. Provident Fund, Superannuation Fund or Gratuity Fund, v. Pension Fund vi. Mutual Fund, vii. Company, Bodies Corporate, Statutory Corporation, viii. Registered Society, ix. Partnership firm, x. Hindu Undivided Family (“HUF”) xi. Individual, xii. Private trust, xiii. Insurance Company, xiv. Portfolio Manager or xv. Any other investor permitted to invest in Debentures of Indian body corporate.
Listing (including name of stock Exchange(s) where it will be listed and timeline for listing)	The debentures will be listed on the Wholesale Debt Market (WDM) Segment of the Bombay Stock Exchange within 15 days or such higher no. of days as may be available under Applicable law, from the date of allotment.
Rating of the Instrument	‘CARE AAA’ and ‘CRISIL AAA’
Issue Size	Rs.120 crores plus green shoe option
Option to retain oversubscription (Amount)	To retain oversubscription upto Rs 150 crores
Objects of the Issue	Onward lending, working capital and/or its general corporate requirements
Details of the utilization of the Proceeds	Onward lending, working capital and/or its general corporate requirements
Coupon Rate	10.05 % p.a.
Step Up/Step Down Coupon Rate 1	NA
Coupon Payment Frequency	Annually & on Maturity
Coupon payment dates	10/02/2015, 10/02/2016, 10/02/2017
Coupon Type	Fixed coupon structure.
Coupon Reset Process (including rates, spread, effective date, interest rate cap and floor etc).	NA

Day Count Basis	Actual/ Actual
Interest on Application Money	10.05% p.a.
Default Interest Rate	2%
Tenor	1096 days from the deemed date of allotment i.e. Monday, 10 th February 2014
Redemption Date	Friday, 10 th February 2017
Redemption Amount	Rs. 10,00,000/- per Debenture
Redemption Premium /Discount	NA
Issue Price	Rs.10,00,000/- per Debenture
Discount at which security is issued and the effective yield as a result of such discount.	NA
Put option Date	NA
Put option Price	NA
Call Option Date	NA
Call Option Price	NA
Put Notification Time	NA
Call Notification Time	NA
Face Value	Rs.10 lakhs per instrument
Minimum Application and in multiples of __ Debt securities thereafter	minimum application amount for a single investor shall be Rs. 30 lakh and in multiples of Rs. 10 lakh thereafter
Issue Timing 1. Issue Opening Date 2. Issue Closing Date 3. Pay-in Date 4. Deemed Date of Allotment	Monday, 10 th February 2014 Monday, 10 th February 2014 Monday, 10 th February 2014 Monday, 10 th February 2014
Issuance mode of the Instrument	Demat only (for private placement)
Trading mode of the Instrument	Demat only (for private placement)
Settlement mode of the Instrument	Thru RTGS/Bank
Depository	NSDL & CDSL
Business Day Convention ²	Working day
Record Date	At least 15 days prior to each Coupon Payment / Put Option Date / Call Option Date / Redemption date.
Security (where applicable) (Including description, type of security, type of charge, likely date of creation of security, minimum security cover, revaluation, replacement of security).	First pari passu mortgage in favour of the Trustees on all the Company's immovable property situated at Heera Panna Commercial Complex", 3rd Floor, Dr. Yagnik Road, Rajkot and first <i>and exclusive</i> charge over present and future receivables of the Issuer having minimum asset cover of 1.10 times to be maintained during the tenor of the NCDs. We have already created charge in favour of Debentures trustees
Transaction Documents ³	As set out in the Trust Deed
Conditions Precedent to Disbursement	NA
Condition Subsequent to Disbursement	NA
Events of Default	As set out in the Trust Deed
Provisions related to Cross Default Clause	As set out in the Trust Deed

Role and Responsibilities of Debenture Trustee	As set out in the Trust Deed
Governing Law and Jurisdiction	As set out in the Trust Deed
FII Investment	The guideline for FII Investment in Debt Securities issued by RBI on March 1, 2012 vide its circular no.89 will be complied with for listing of the above Debenture.

Disclosure of cash flows (pursuant to SEBI Circular no. CIR/IMD/DF/18/2013 dated 29th October 2013)	
Company	HDB Financial Services Limited
Face Value (per security)	Rs.10,00,000/- per instrument
Issue Date/Date of Allotment	Monday, 10 th February 2014
Redemption	Friday, 10 th February 2017
Coupon Rate	10.05%
Frequency of the Interest Payment with specified dates	First Interest on 10 th February, 2015 Second interest on, 10 th February 2016 and subsequently on On maturity i.e. 10 th February 2017
Day Count Convention	Actual / Actual

Cash Flows	Date	Day	No. of Days in Coupon Period	Amount in Rupees per bond of Rs.10 lakhs
1 st coupon	10-Feb-15	Tuesday	365	100500
2 nd coupon	10-Feb-16	Wednesday	366	100500
3 rd coupon	10-Feb-17	Friday	365	100500
Principal	10-Feb-17	Friday	-	1000000

MODE OF PAYMENT

All cheques/drafts/transfers/RTGS must be made payable to "HDB Financial Services Limited". Details for RTGS payments are mentioned herein below:

Name of Bank	HDFC Bank Ltd
Branch	Fort,
Address of Bank	Maneckji Wadia Building, Fort, Mumbai 400023
IFSC Code	HDFC0000060
Account number	00600310011994
Type of Account	Current
Name of beneficiary	HDB Financial Services Limited
Name of Account	HDB Financial Services Limited

For HDB Financial Services Limited

Authorised Signatory

Date : 06/02/2014

ANNEXURE I – APPLICATION FORM

Application No:
The Compliance Officer
HDB Financial Services Limited.

Date: _____, 2014

Dear Sirs,

Having read and understood the contents of the Information Document / Disclosure Document dated [●] 2014 and the term sheet dated [●], 2014, we apply for allotment of the Debentures to us. The amount payable on application as shown below is remitted herewith. On allotment, please place our name(s) on the Register of Debenture holder(s). We bind ourselves to the terms and conditions as contained in the Information Document / Disclosure Document.

(Please read carefully the instructions on the next page before filling this form)

NCD Series	2014 Series A/1/36
No. of debentures applied (in figures)	
No. of debentures applied (in words)	
Amount(Rs. in figures)	
Amount (Rs. in words)	
Cheque/Demand Draft/RTGS Details	
Date	
Drawn on Bank	

Applicant's Name & Address in full (please use capital letters)

	Pin Code:	
Telephone:	Fax:	Email:

Status: Banking Company () Insurance Company () Others () – please specify

Name of Authorised Signatory	Designation	Signature

Details of Bank Account

Bank Name & Branch	
Nature of Account	
Account No.:	
IFSC/NEFT Code	

Depository Details

DP Name			
DP ID		Client ID	

(* We understand that in case of allotment of debentures to us/our Beneficiary Account as mentioned above would be credited to the extent of debentures allotted.

Taxpayers PAN / GIR No.	IT Circle/Ward/District	<input type="checkbox"/> Not Allotted	
Tax Deduction Status	<input type="checkbox"/> Fully Exempt	<input type="checkbox"/> Tax to be deducted at Source	<input type="checkbox"/> Yes <input type="checkbox"/> No

(Tear here)

ACKNOWLEDGEMENT SLIP

Application No: _____

Date: _____

NCD Series	
No. of debentures applied (in figures)	
No. of debentures applied (in words)	
Amount (Rs. in figures)	
Amount (Rs. in words)	
Cheque / DD/RTGS	

For all further correspondence please contact: The Compliance Officer

INSTRUCTIONS

- Application must be completed entirely in English, using BLOCK LETTERS.
- A signature can be made either in English or in any other Indian language.
- Application forms duly completed in all respects, together with Cheques/Pay Order/Demand Draft, must be lodged at the Company's Registered office.
- In case of payments through RTGS, the payments may be made as follows:
Beneficiary : HDB Financial Services Limited
Bank Details : HDFC Bank Ltd, Maneckji Wadia Building, Fort, Mumbai 400023
Account No. : 00600310011994
IFSC Code : HDFC0000060
- The Cheque(s)/Demand Draft(s) should be drawn in favour of "**HDB Financial Services Limited**" " and crossed "A/c payee" only. Cheque(s)/Demand draft(s) may be drawn on any scheduled bank and payable at Mumbai.
- Outstation cheques, cash, money orders, postal orders and stock invest will NOT be accepted.
- As a matter of precaution against possible fraudulent encashment of interest warrants due to loss/misplacement, one is requested to mention the full particulars of the bank account, as specified in the application form.
- Interest warrants will then be made out in favour of the bank for credit to one's account. In case the full particulars are not given, cheques will be issued in the name of the applicant at their own risk.
- One should mention their Permanent Account Number or the GIR number allotted under Income-Tax Act, 1961 and the Income-Tax Circle/Ward/District. In case where neither the PAN nor GIR number has been allotted, the fact of non-allotment should be mentioned in the application form in the space provided.
- The application would be accepted as per the terms of the issue outlined in the Information Document / Disclosure Document.

ANNEXURE II - RATING RATIONALE

ANNEXURE III – TRUSTEE CONSENT LETTER