

HDFC Bank to add 25 new branches in Gujarat

Ahmedabad (Gujarat), June 18, 2019: HDFC Bank Ltd. today announced that it would to open 25 more branches in Gujarat, taking its branch network to over 440. The Bank would open these branches by Dec 2019. The announcement was made by Mr. Debashis Senapati, Branch Banking Head - Gujarat, HDFC Bank at a press conference in Ahmedabad.

HDFC Bank started its journey in Gujarat in 1996, with its very first branch in the city set up in Navrangpura. The Bank has rapidly expanded its branch network in Gujarat to serve its 20 lakh customers. The Bank has also given a concerted push to its Digital Banking strategy in the state as part of its efforts to deliver services using multiple technology platforms.

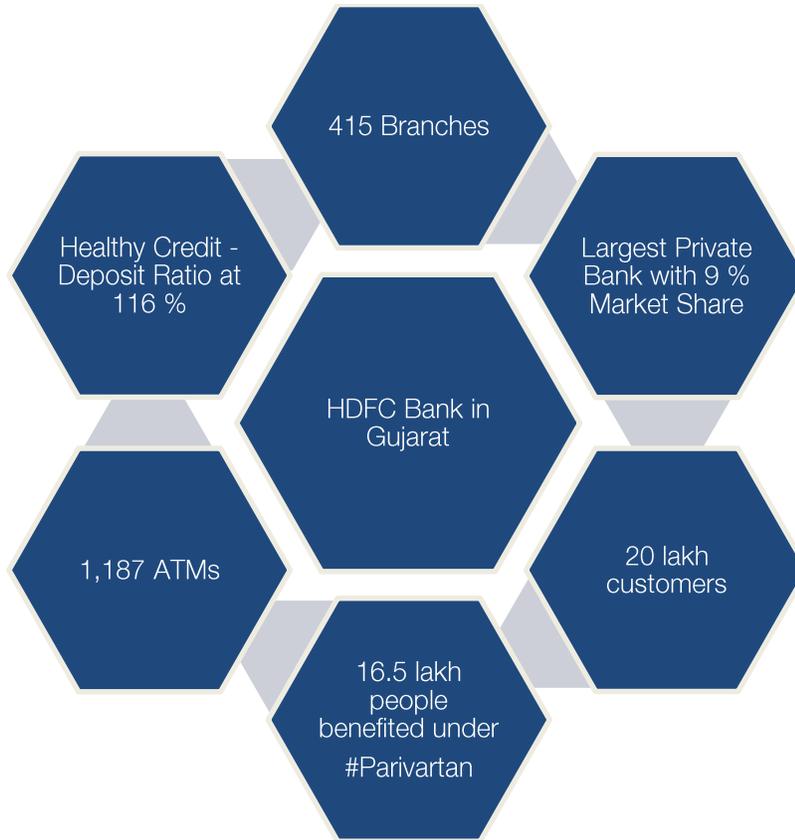
As of March 31, 2019, the bank had a network of 415 branches and 1,187 ATMs in the state, the largest among private banks. Over 51 per cent of these branches are in the semi-urban and rural areas.

Since then, it has extensively leveraged technology to provide banking services through a host of digital channels such as net banking and mobile banking. HDFC Bank is today reaching out to an increasing number of people across the state through its branch network complemented by initiatives under its 'Go Digital' campaign.

HDFC Bank Ltd. has appointed Mr. Debashis Senapati as Head of Gujarat region. Designated Branch Banking Head – Gujarat, Mr. Debashis is responsible for the bank's large retail franchise in the state.

"We are committed to offering our world-class banking services in every district of the state," said Mr. Debashis. "Our plan to open more 25 branches is testament to this. Further, 51 per cent of our existing 415 branches are in semi-urban and rural areas. It'll be my endeavour to ensure that HDFC Bank continues to be the banker of choice for millions in the state. Our focus will be on offering superior customer experience across all channels – branches, netbanking, mobile banking, wallet, and chatbot."

HDFC Bank is the largest private sector bank in Gujarat, as per the SLBC data as of March 31, 2019.



In Gujarat, as a socially responsible corporate citizen, the bank has brought about #Parivartan in the lives of over 16.5 lakh people. #Parivartan, which means change, is the Bank's endeavor to bring about a sustainable change in society.

To know more about HDFC Bank, log on to www.hdfcbank.com.

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