

## **HDFC Bank crosses 400 branch milestone in Gujarat**

**Ahmedabad (Gujarat), January 17, 2019:** With the launch of four new branches in Rajkot district of Gujarat, HDFC Bank today crossed an important milestone of 400 branches in the state. The four new branches are Metro branches located in Rajkot at Bhaktinagar Station Road, Indira Circle, Sadhu Vaswani Road, and Swaminarayan Chowk.

The Indira Circle branch in Rajkot was inaugurated by Mr. Anil Ranavasiya, District Development Officer, Rajkot along with Mr. Debashis Senapati, Branch Banking Head, Gujarat in the presence of Mr. Riaz Peerbhai, Circle Head, Saurashtra and Kutch, HDFC Bank, and other senior officials of the bank.

HDFC Bank has rapidly expanded its branch network in Gujarat in the past 5 years as well as given a concerted push to its Digital Banking strategy in the state as part of its efforts to deliver services using multiple technology platforms. At present, HDFC Bank has 406 branches and 1,166 ATMs in the state. This journey began with its very first branch in the city, which was set up in Navrangpura in the year 1996.

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.

*"The journey to reach the 400 branch milestone in Gujarat has been extremely fulfilling, right since the launch of our first branch in the state in the year 1996. Our extensive 400-branch network in Gujarat reiterates our commitment to take formal banking services to every corner of the state. Our objective is to empower more people in the state by offering them our full range of banking services including digital initiatives, even in rural areas, thus making a difference in their lives," says **Debashis Senapati, Branch Banking Head - Gujarat, HDFC Bank.***



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At a national level, HDFC Bank has 53 per cent of its branches in semi-urban and rural areas and is continuously extending its reach in the hinterland in its endeavour to support inclusive growth.

As of September 30, 2018, the Bank had a distribution network with 4,825 branches and 13,018 ATMs in 2,718 cities.

To know more about HDFC Bank, log on to [www.hdfcbank.com](http://www.hdfcbank.com).

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