



# Government & Institutional Business

---

# Key focus areas



## Government

**Central Government, State Government and Local Bodies including Panchayats**



## Institutions

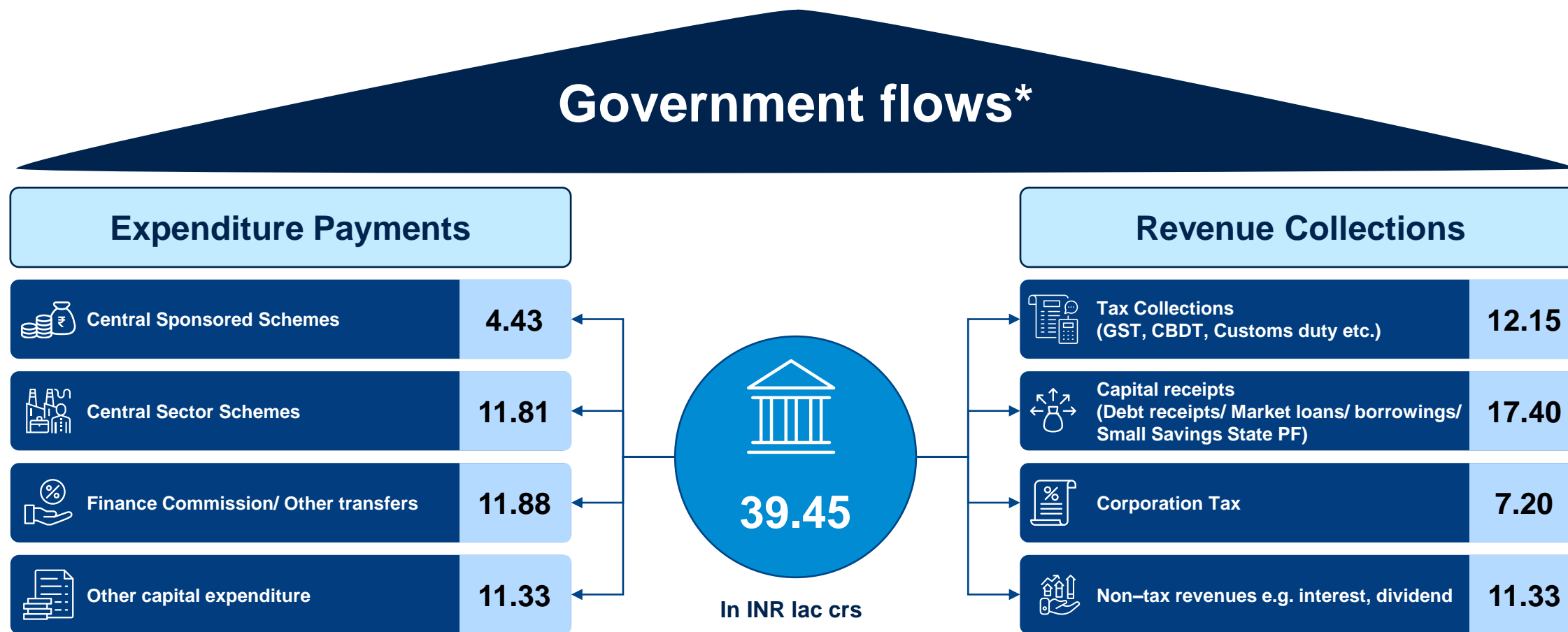
**Education, Trust, NGO's, Residential Societies, Religious bodies, Healthcare, Clubs, Associations**



## Alternate Banking Channels and Partnerships

**Increasing distribution reach with larger focus on Semi urban and Rural**

# Government fund flows



\* Union Budget FY 22-23

Source: PRS Legislative Research

# Highlights of the Government business

## Areas of dominance

- **Leading bank in managing Government fund flows** →
- **Single Nodal Agency (New construct introduced in September 2021 by Government of India).** →
- **Coveted position in Public Financial Management System (PFMS)** →

### Government Agency Business

- **Leading Bank in direct tax collections (CBDT).** →
- **Key participating bank for other tax collections such as GST and Customs duty.**

## Central Government Opportunities

**New mandates secured – Target to achieve 15% market share in identified opportunity in next 2 years.**

**Pension Payments** →  
Opportunity: 1.89 Lakh Crs

**E-NAM Collection** →  
Opportunity: 1.50 Lakh Crs

**E-freight**  
Opportunity: 1.25 Lakh Crs

**Accreditation Bank**  
52 Ministries

## State Government Opportunities

**Focus on key states that have high budget allocation for state sponsored government schemes.** →

Source: [www.india.gov.in](http://www.india.gov.in) | [www.indiabudget.gov.in](http://www.indiabudget.gov.in)

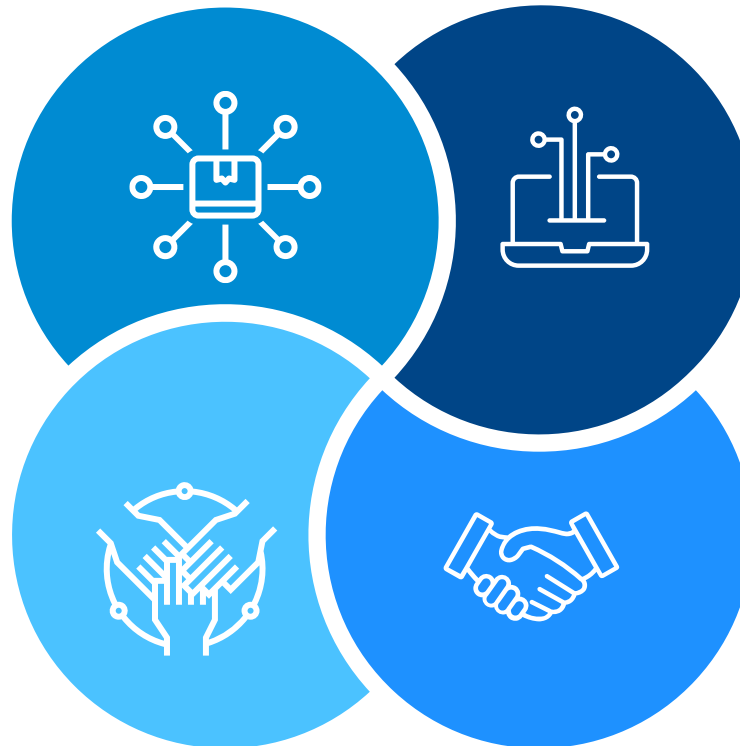
# Our value proposition

## Distribution

- Bank Branch
- Alternate & Digital Banking Channels/Partnerships

## Collaboration with SLI/ CSR

- Leveraging performance of SLI / CSR of the Bank
- Leveraging the marketing initiatives



## Technology

- **HDFC Bank CollectNow:**  
Robust solutions for Collections and Payouts  
PG, eNET, eCMS, CMS, UPI  
ACH payments

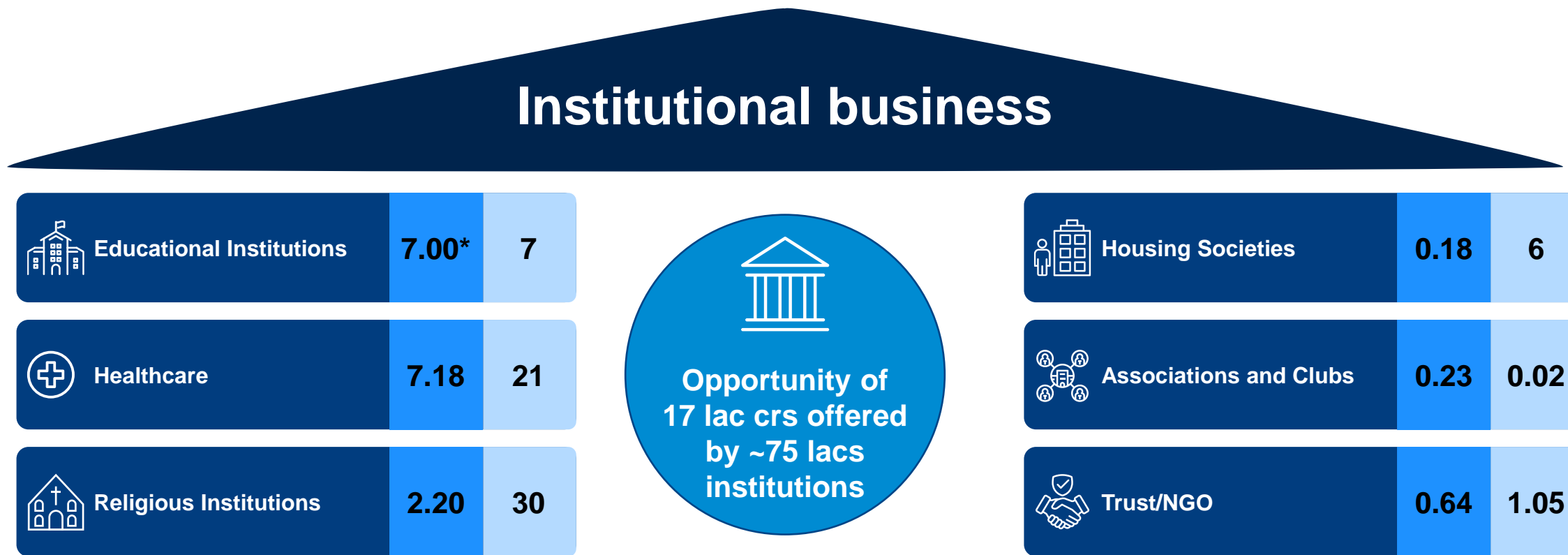


## Partners & Solution Delivery

- **Technology Partners**  
Zero solution procurement process and cost for customers: Bank facilitates solutions
- **Plug & Play Solutions**
- **Custom/Bespoke Solutions**



# Institutional opportunity



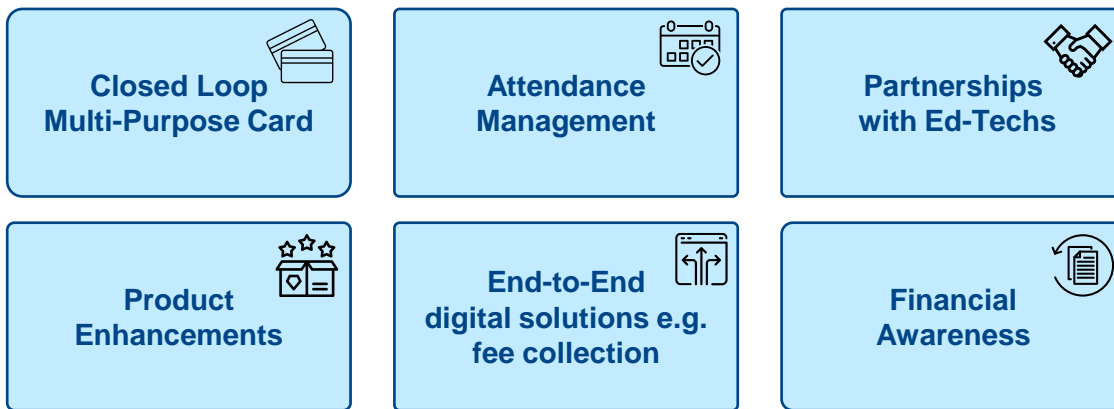
**\*Excludes 6.32 lac crs of Government allocation for education**

Source : Education & Religion– IBEF report 21, Healthcare – Mckinsey & Co , NGO- Bain & Co, DASRA , Clubs – imarcgroup.com and healthclubmanagement.co.uk

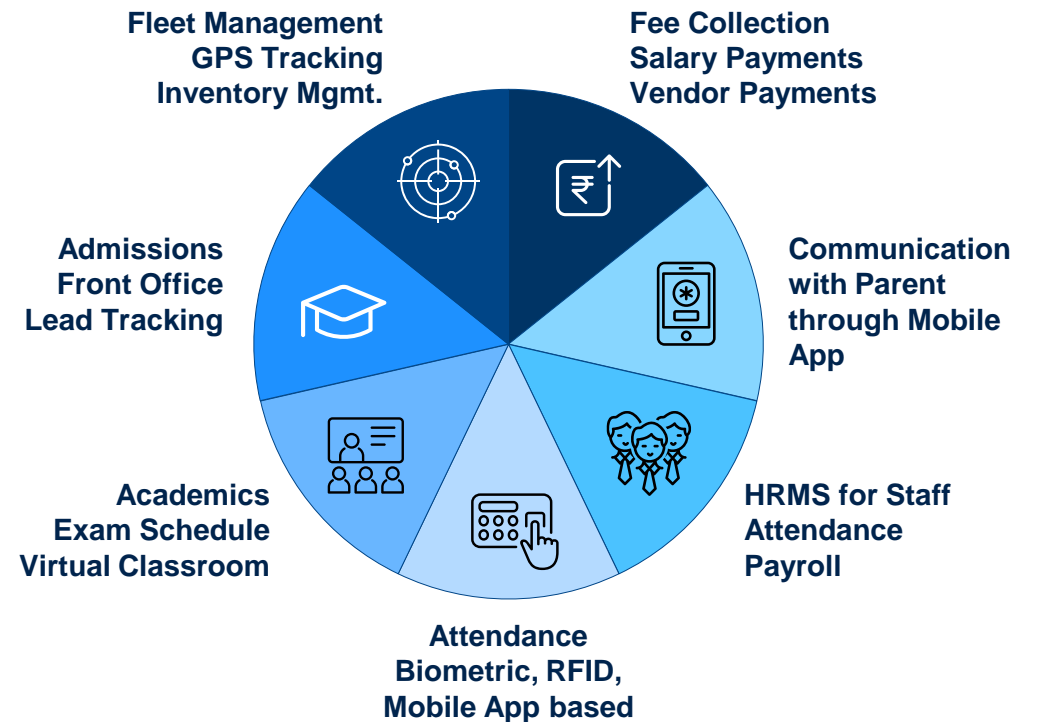
# Education: Approach to drive growth

- 16 lac schools attended by 24.7 crs students; (70% are Government aided); 150 Education Boards
- 40K colleges and 1000 Universities attended by 3.8 crs students (64% are private)

## Leveraging Various Digital Solutions



## Leveraging Various Digital Solutions

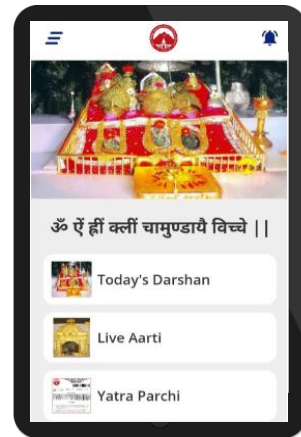


Targeting to double Education book in next 12 months

Source : Education report – IBEF report 21

# Reltech – The new mantra across religious institutions

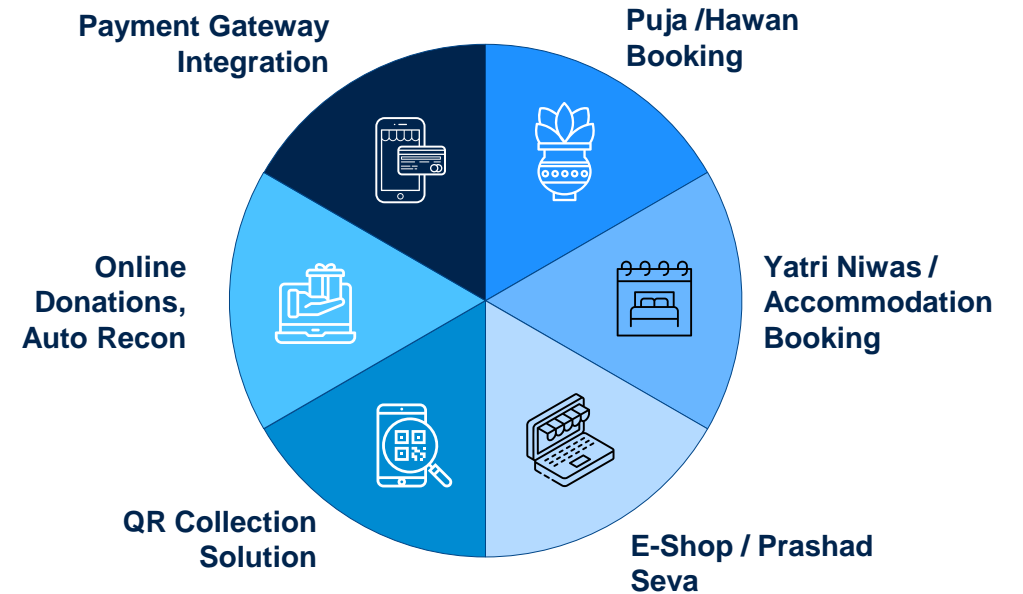
- 3 million religious' institutions
- State Government Endowment Departments regulate ~36,000 temples
- INR 23,000 crores donated annually
  - 84% of the population donates
  - 46% donate to religious entities
  - ATS of INR 442\*



\*Excludes Government Grants & Foreign Donations

Source : cafindia.org

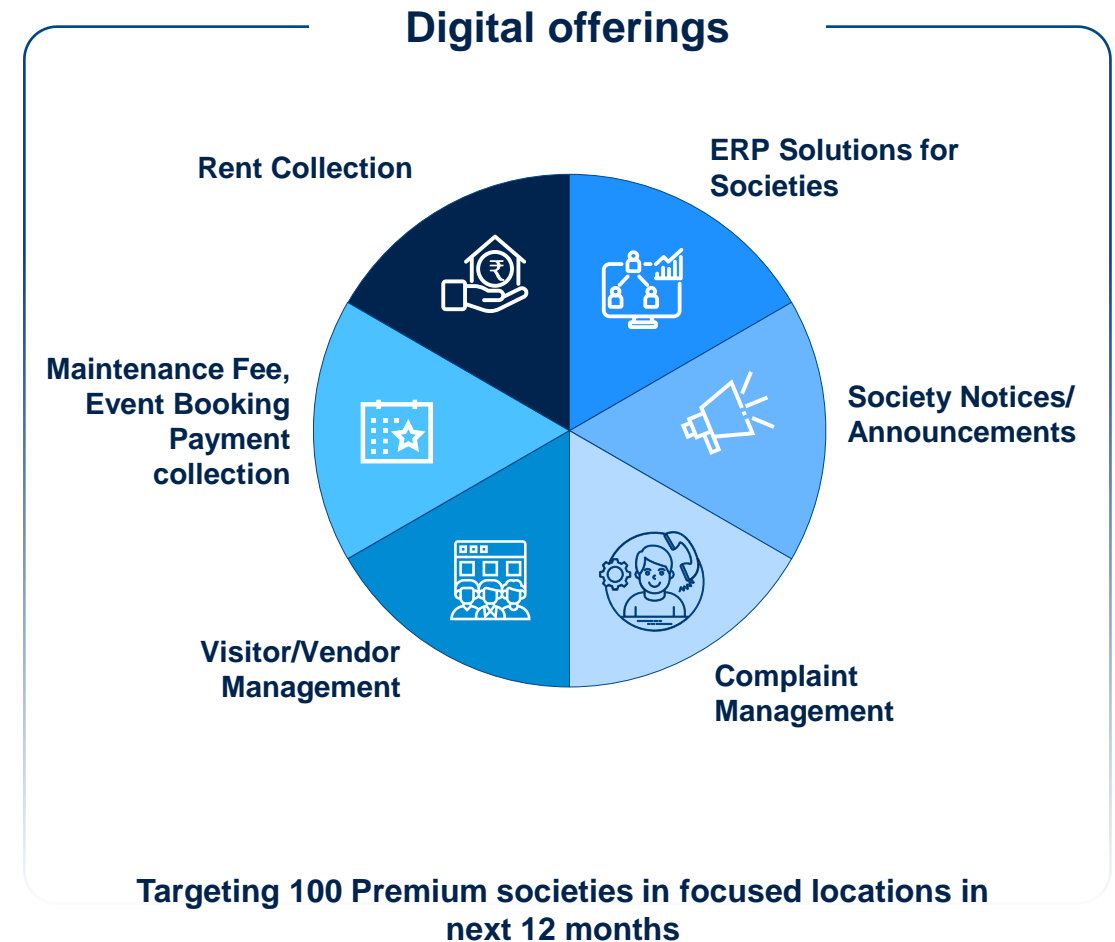
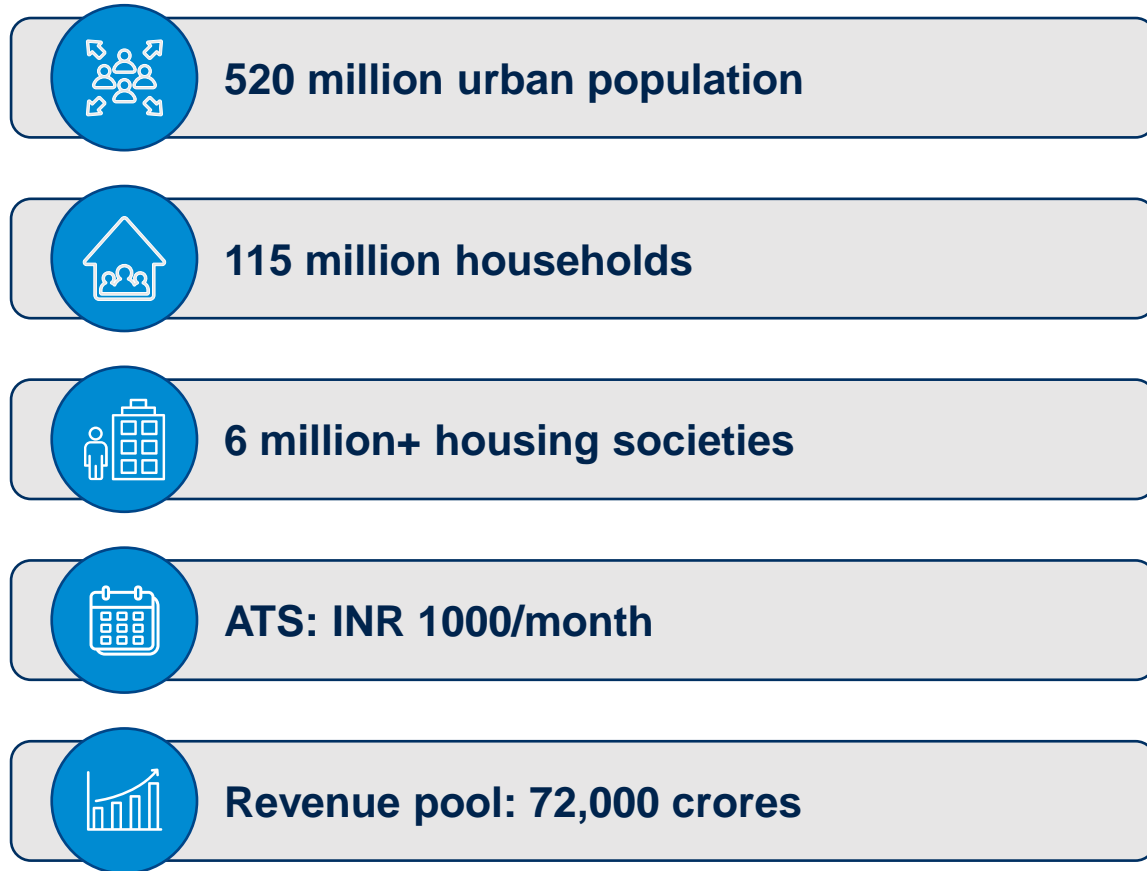
## Digital offerings



Target to acquire the top religious Institutions in 20 focused locations in next 15-18 months and 10% market share



# Aiding convenience across housing societies



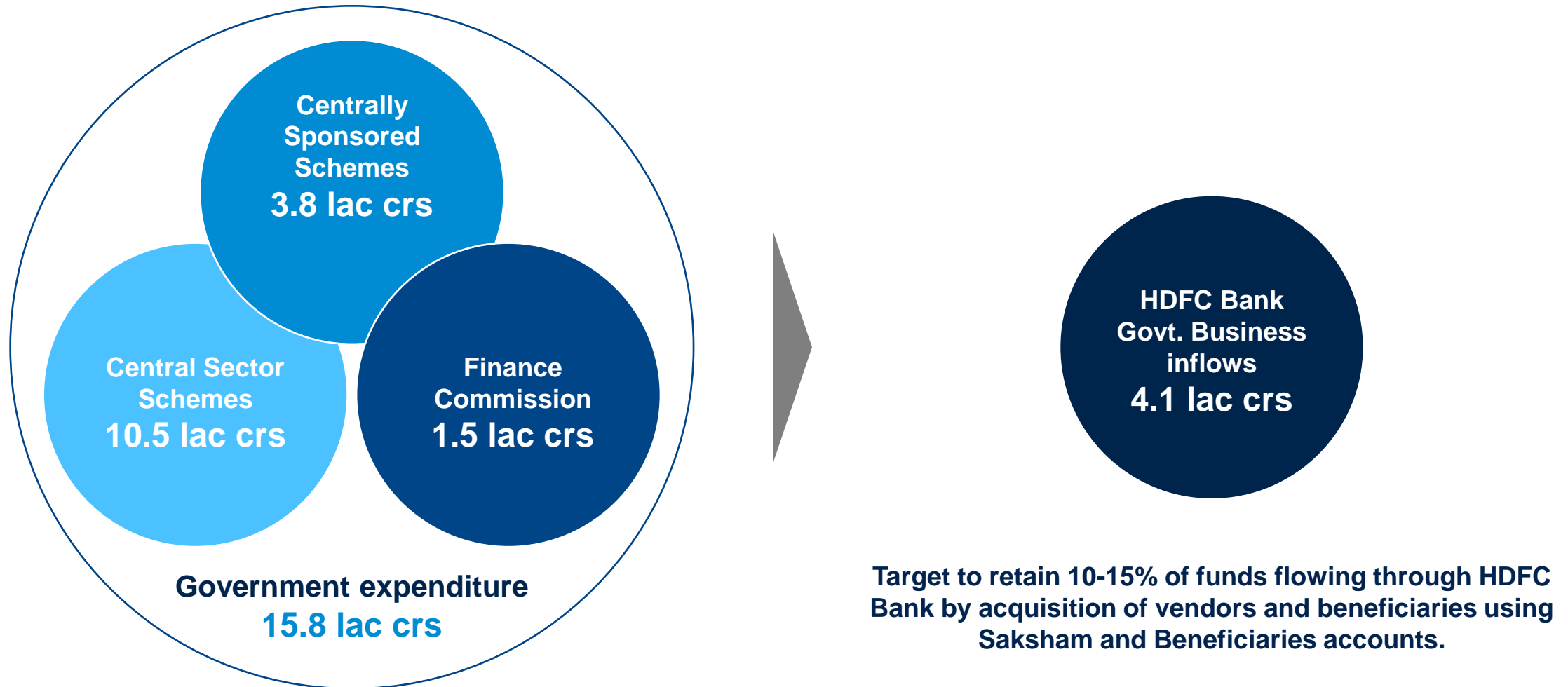
Source : Census 2011 and Ministry of housing and Urban Affairs Govt of India; HDFC Bank team analysis



**Mission**  
**Double the book in**  
**next 24 months....**

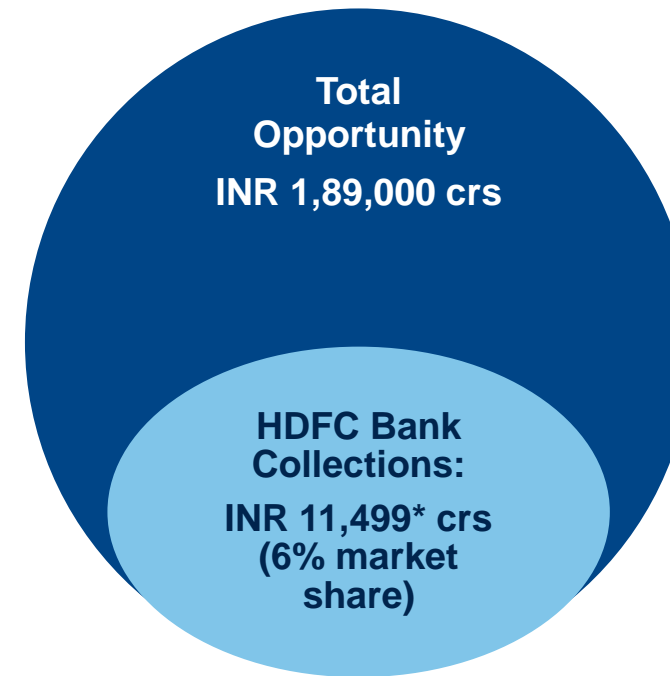
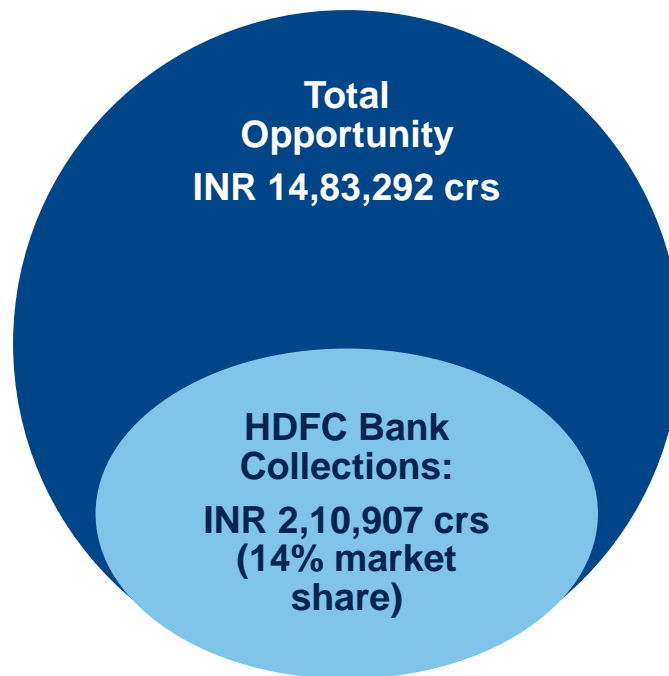
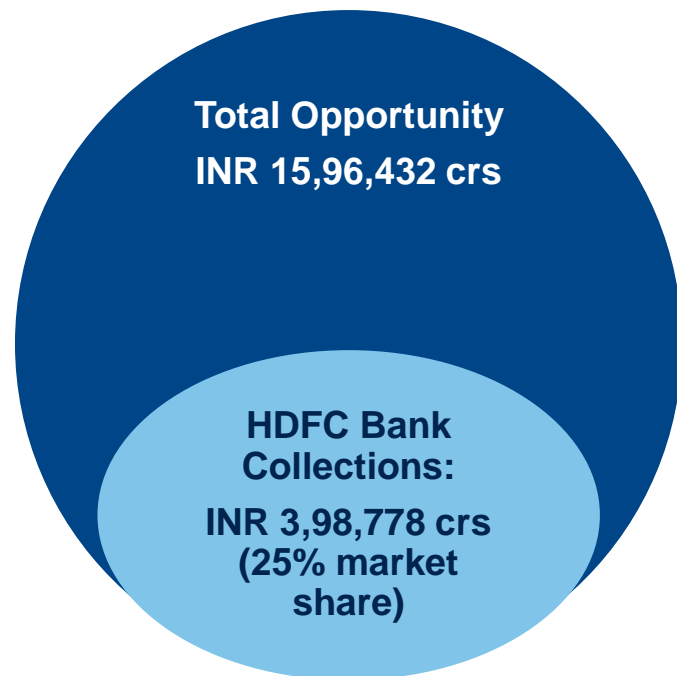
**Thank You**

# Market share across Government flows



Source : [www.indiabudget.gov.in](http://www.indiabudget.gov.in), data as on FY 21-22

# Government Agency Business

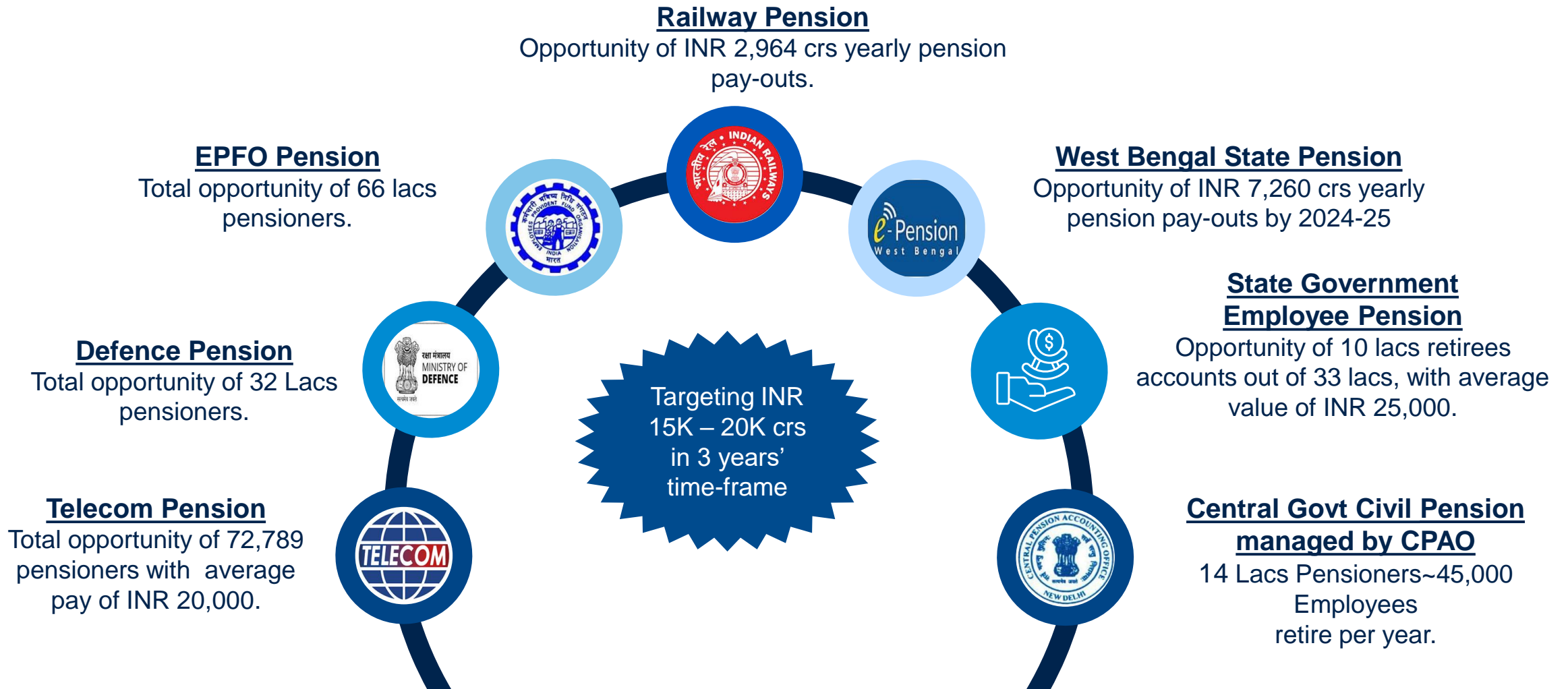


Customs & Central excise

Source – Bank wise monthly receipt and payment of Union Government for FY 2021-22; <https://gstcouncil.gov.in>; <https://www.indiabudget.gov.in>

\* Txns processed from go live on 04th January till 31st March 2022

# Pension opportunities

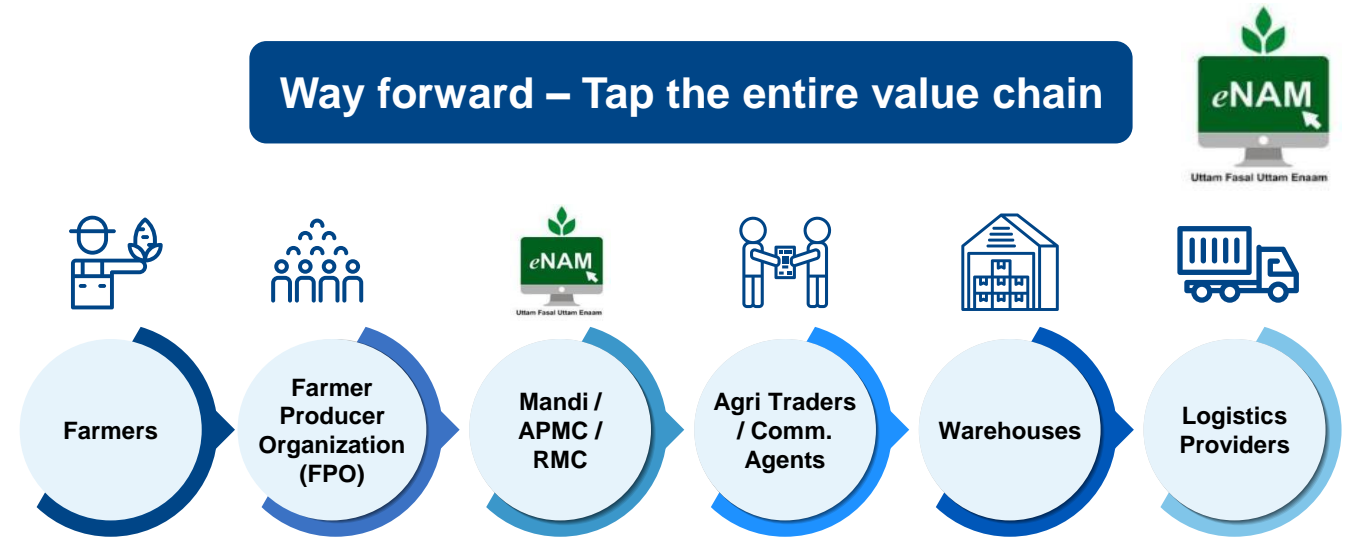


# Opportunities on eNAM ecosystem

## Universe

- No. of farmers Registered on e-NAM : 1.70 crs
  - No. of traders Registered : 1.64 Lacs
  - No. of Commission Agents Registered : 90,980
  - Total Trade recorded : 4.31 Crore MT
  - Trade Value recorded : Rs.1,30,753 crs
  - Tradable commodities notified : 175 commodities
- (till 31st March 2021)*

## Way forward – Tap the entire value chain

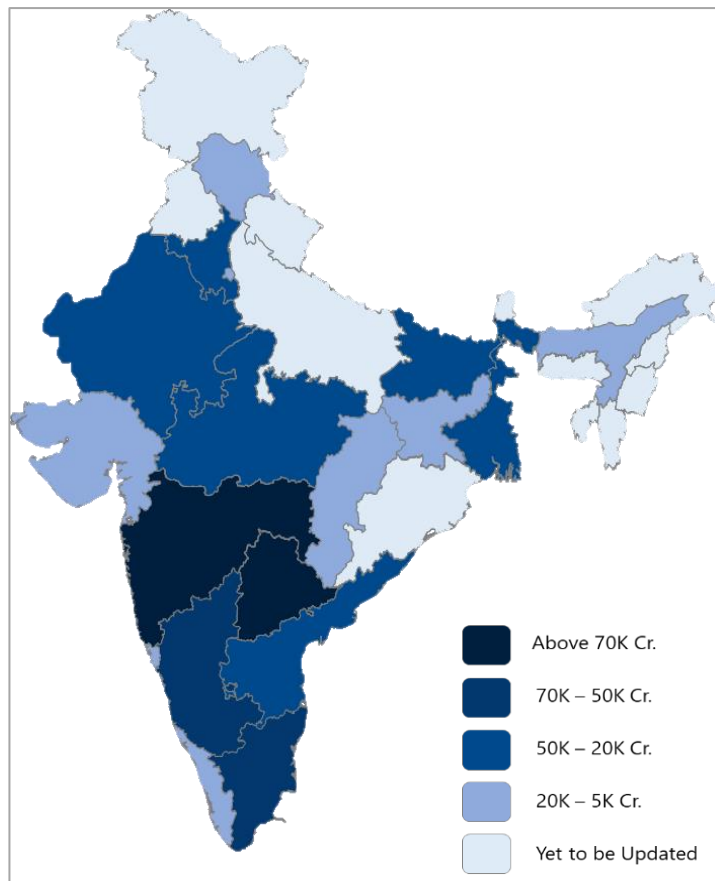


**Opportunity to integrate with eNAM PoP (Platform of Platforms) in the future for tapping entire value chain**

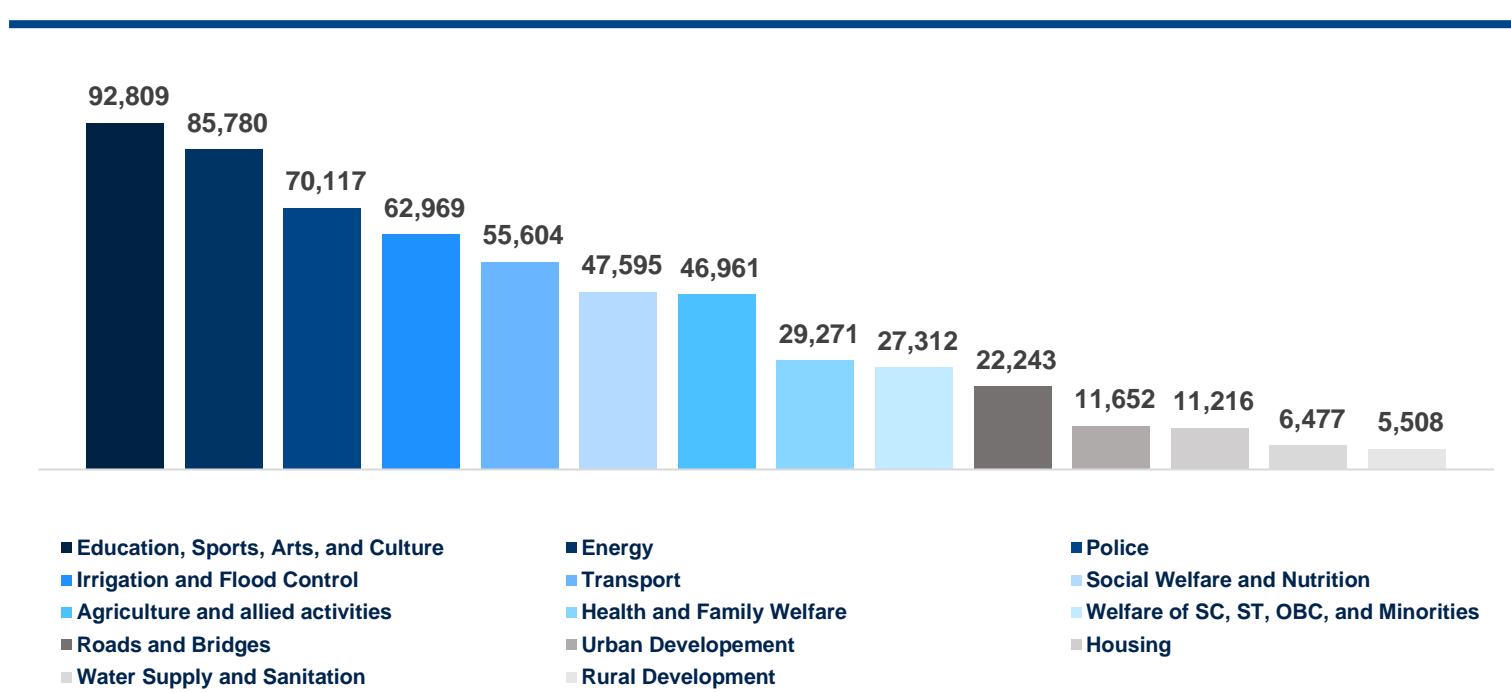
**Target: Acquire 10% market share in 12 to 18 months**

\*HDFC Bank live on platform since November 12, 2021

# State Government opportunities



## Department Wise State Budget Allocation



**Target to achieve 5% market share across INR 5.8 lac crs identified opportunity in the next 2 years**

HDFC Bank Collect Now - Single Solution. Simpler Payments. Seamless Collections.



\*Comprehensive digital solution for all Government and Institutional segments.



# Plug & play solution offerings\*



## Procurement Solutions

eProcurement and Trading  
Platform of agricultural products



## eTendering/ eAuction

eGovernance platform for  
procurement of services or  
monetization of assets



## Supply Chain Management

End to end solution to automate  
supply chain management  
process of dairy industry



## Project Monitoring System

Centralized platform to monitor to  
prevent time and cost overrun



## District Dashboard

A solution to enhance  
monitoring efficiency of district  
administration

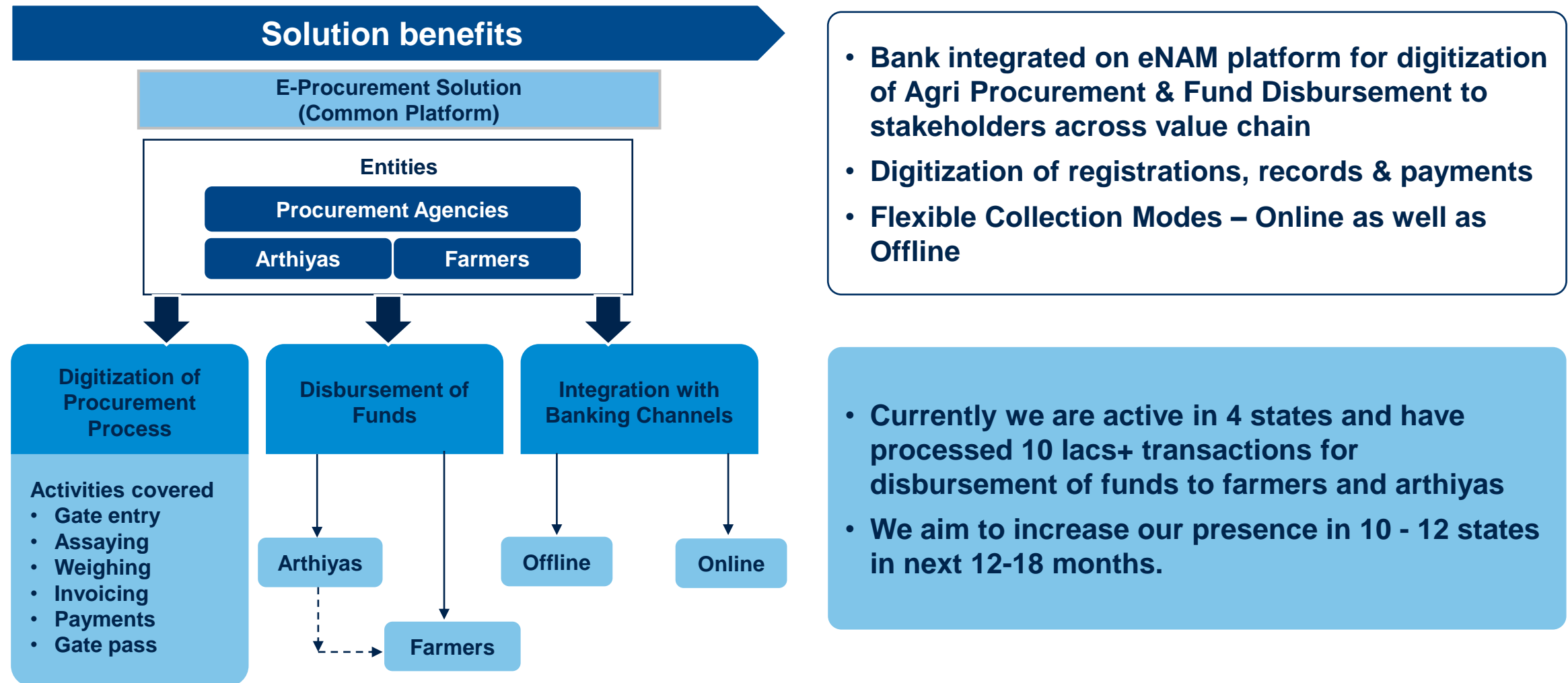


## SNA Linked Solutions

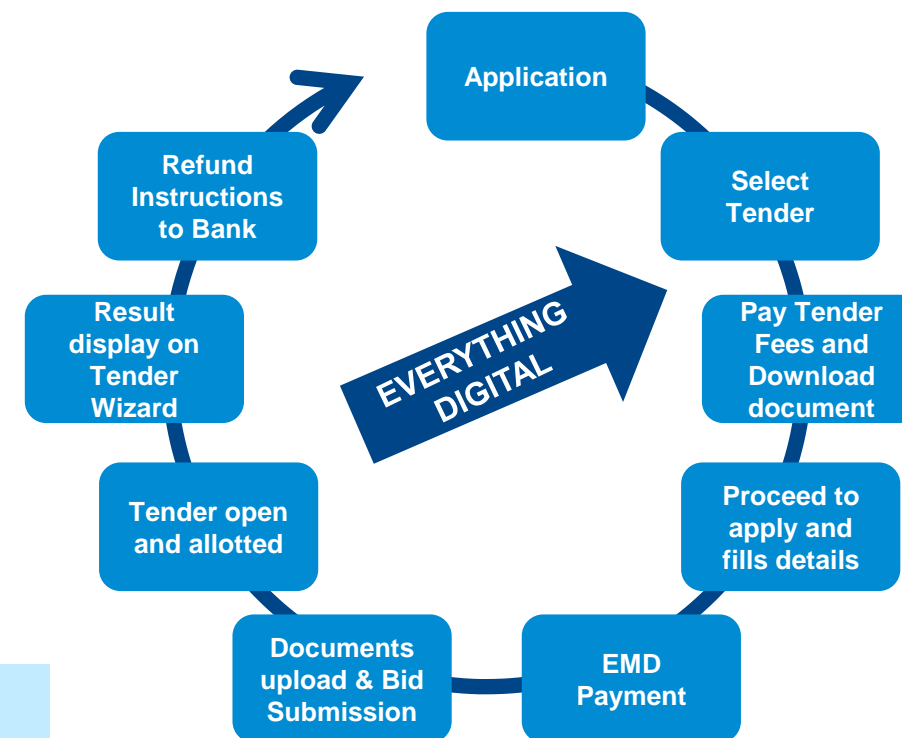
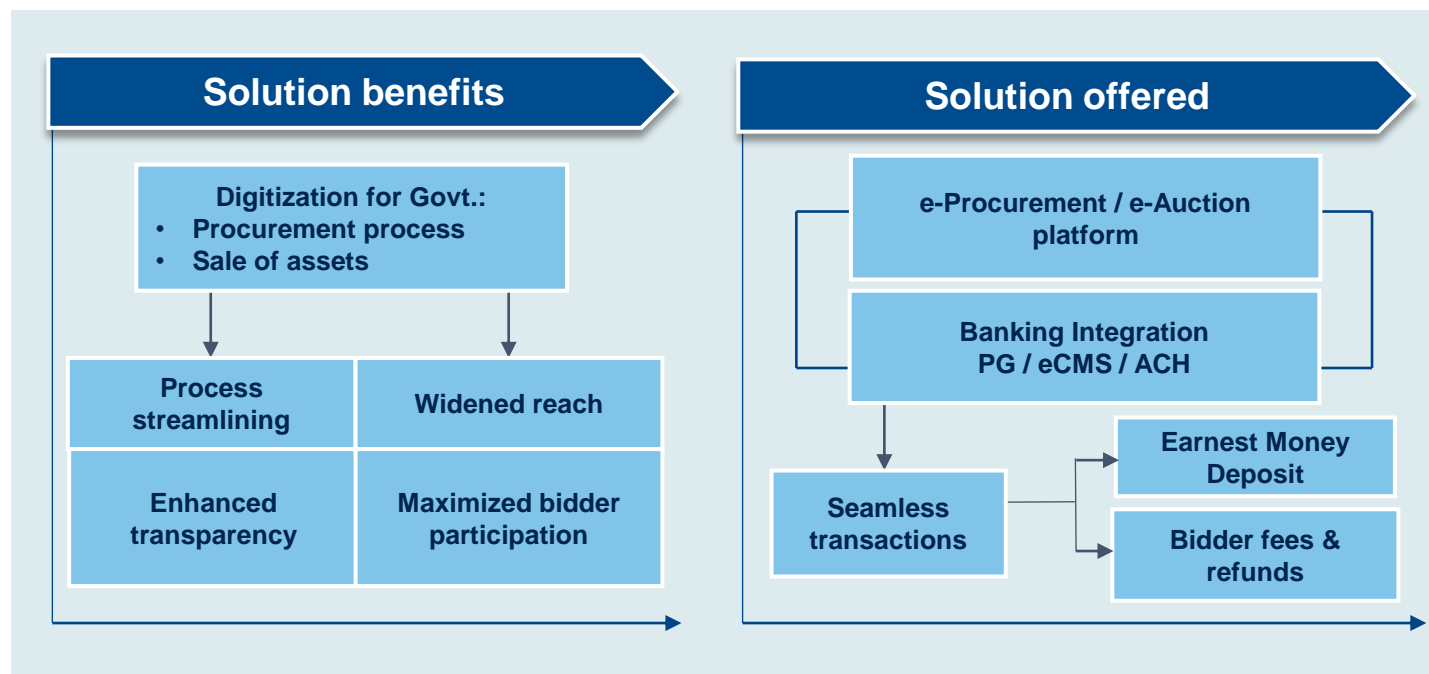
Solutions integrated with PFMS  
in compliance to SNA guidelines.

\* Few examples / sample plug & play solutions

# Technology for agriculture: e-Procurement platform

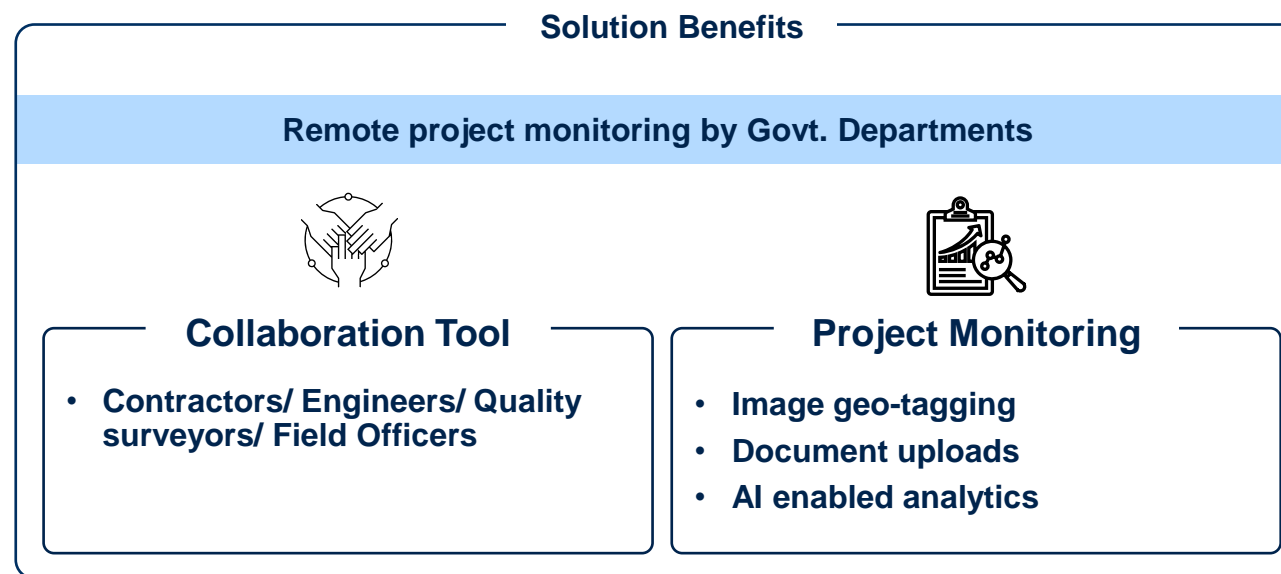
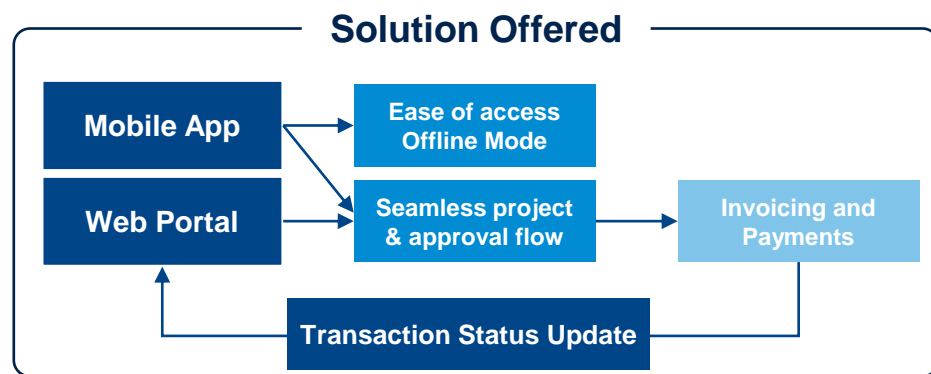


# e-Governance: e-Tendering & e-Auction



- Solution live in 6 states with Earnest Money Deposit (EMD) collection through 8.5 lac+ transaction from bidders, monetizing 1.25 lac+ government assets.
- Targeting to expand our footprints in 12 - 15 states with increase in EMD collection by 20%

Project monitoring system – Government project management solution (GPMS)



- Solution live across 5 states with 10 active implementation setups and 5000+ projects being monitored through the solution.
- Targeting to increase our presence in rest of the states with active implementation to be increased to 15% to 20% in next 15-18 months

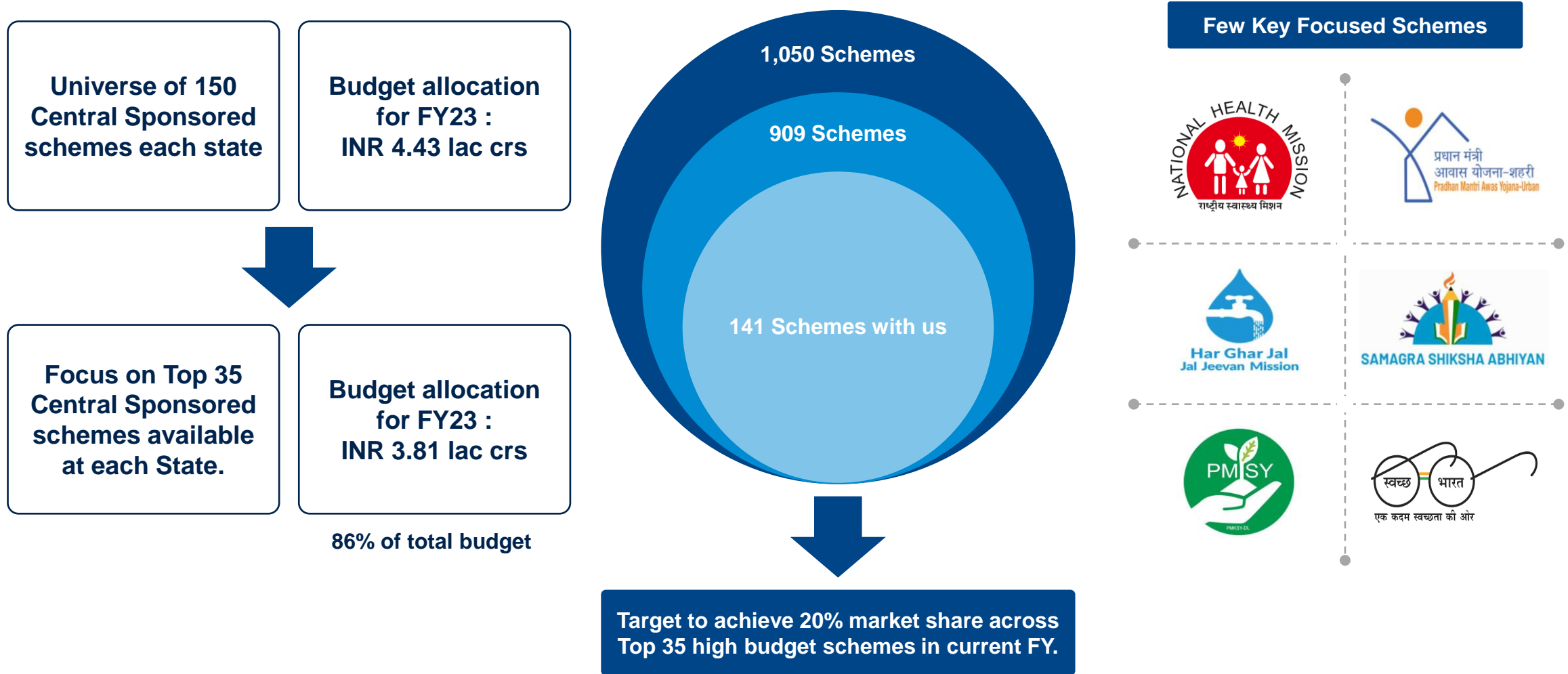
# CSR & SLI initiatives

Continuous efforts with Government on CSR and Sustainable livelihoods initiatives, we are able to project our commitment and positivity towards social initiatives.

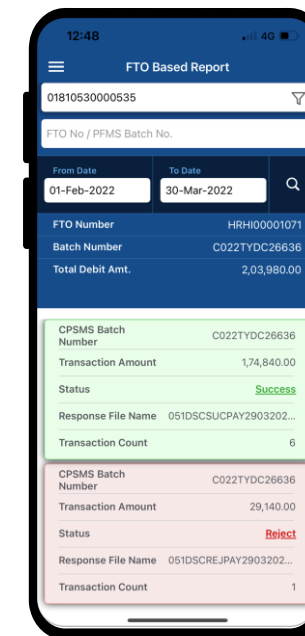
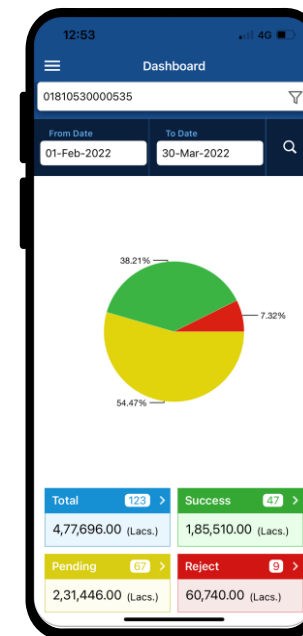
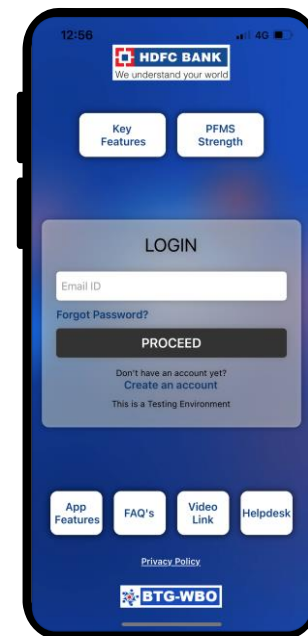
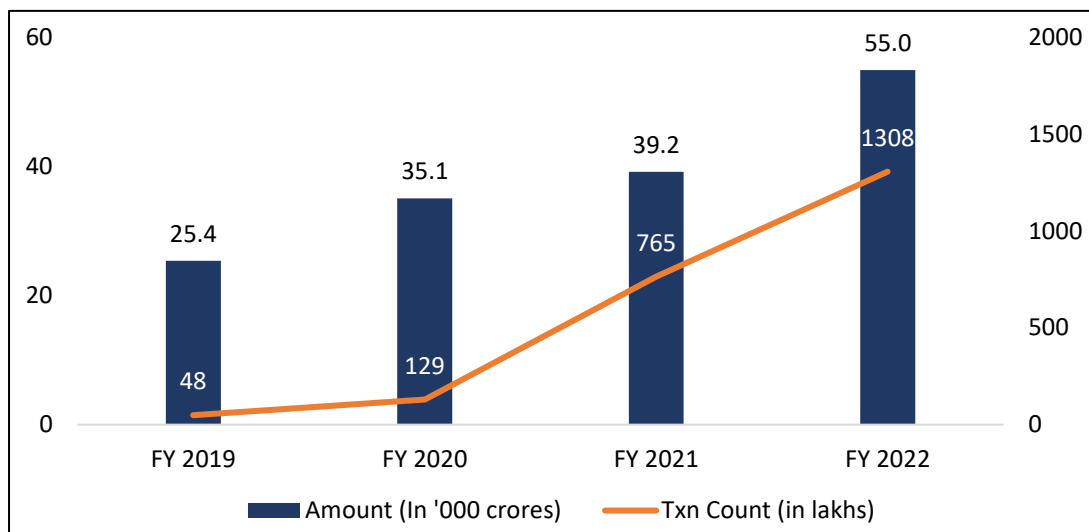
This has helped the Bank to leverage opportunities with the Government officials positively.



# Key Government initiative: Single Nodal Agency (SNA)



# Public Financial Management System (PFMS)



## Highlights

- PFMS is **mandatory** for all the central government schemes and HDFC Bank is recognized among top transacting banks.
- Multiple solutions integrated with PFMS in line with guidelines issued by Government of India for all Government schemes.
- 1.7lacs+ Government agencies registered with the Bank out of ~17 lacs PFMS agencies. Target to add registration of 1.5 lacs in current FY.

Target to take the transactions volume in PFMS to 3X in 18 to 24 months and be amongst Top 3 in PFMS.



## Key Accolades

- **Appreciation letter on PFMS performance of Bank from Ministry of Panchayati Raj.**
- **Recognition among Top 5 PFMS transacting Banks by Ministry of Finance.**



# Alternate Banking Channel & Partnerships

---



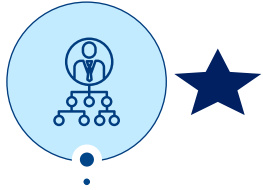
# Building Distribution through Partnerships

**Adoption of technology has been fast  
in India especially in Tier 3-6 cities**



# Leveraging Partnerships

## Impact Areas



### Distribution Reach

- Pan India 5 Lacs+ centers
- 74% in rural areas

Existing Partner



### Ready Infrastructure

- Fully functional physical touch points across multiple partners
- This infrastructure is funded by the partner/agent

New Partners



### Tech Enabled Sales

- Leveraging technology for a deep geographic reach
- Digital adoption with compatible partners to increase sales
- 25+ Banking Products & Services are rendered digitally making them mini branches.

# Impact



## Value to Bank

- Deep Geo Penetration
- Nil infrastructure and minimal manpower cost for distribution.
- Low cost of acquisition & servicing
- Replace non profitable branches and small transactions migration.
- Collection capability enhancement
- Digitally assisted and non assisted customer acquisition/service

## Digital engagement and outreach

15,124

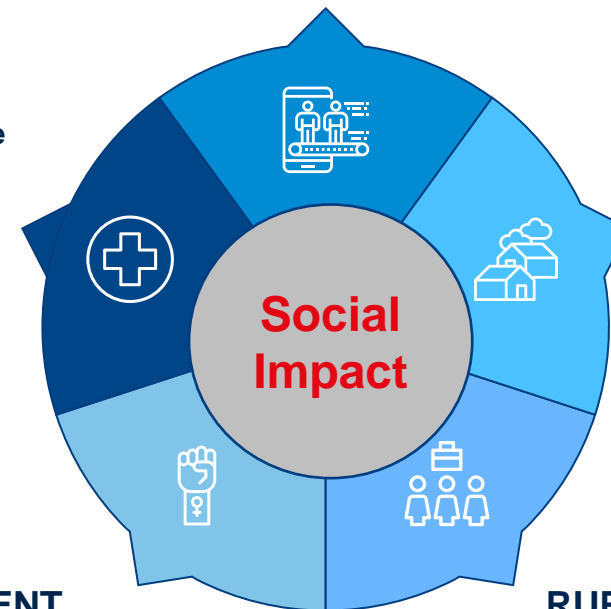
Centres Across India for transactions

**HEALTHCARE**  
12500+  
Female Beneficiaries for Stree Swabhiman

10 Lakh+  
Citizens registered for vaccinations in VLE Centres

**WOMEN EMPOWERMENT**  
3000+  
Women Trained on Phlebotomy

1.6 Lakh+  
Women trained in 23000+ SHGs

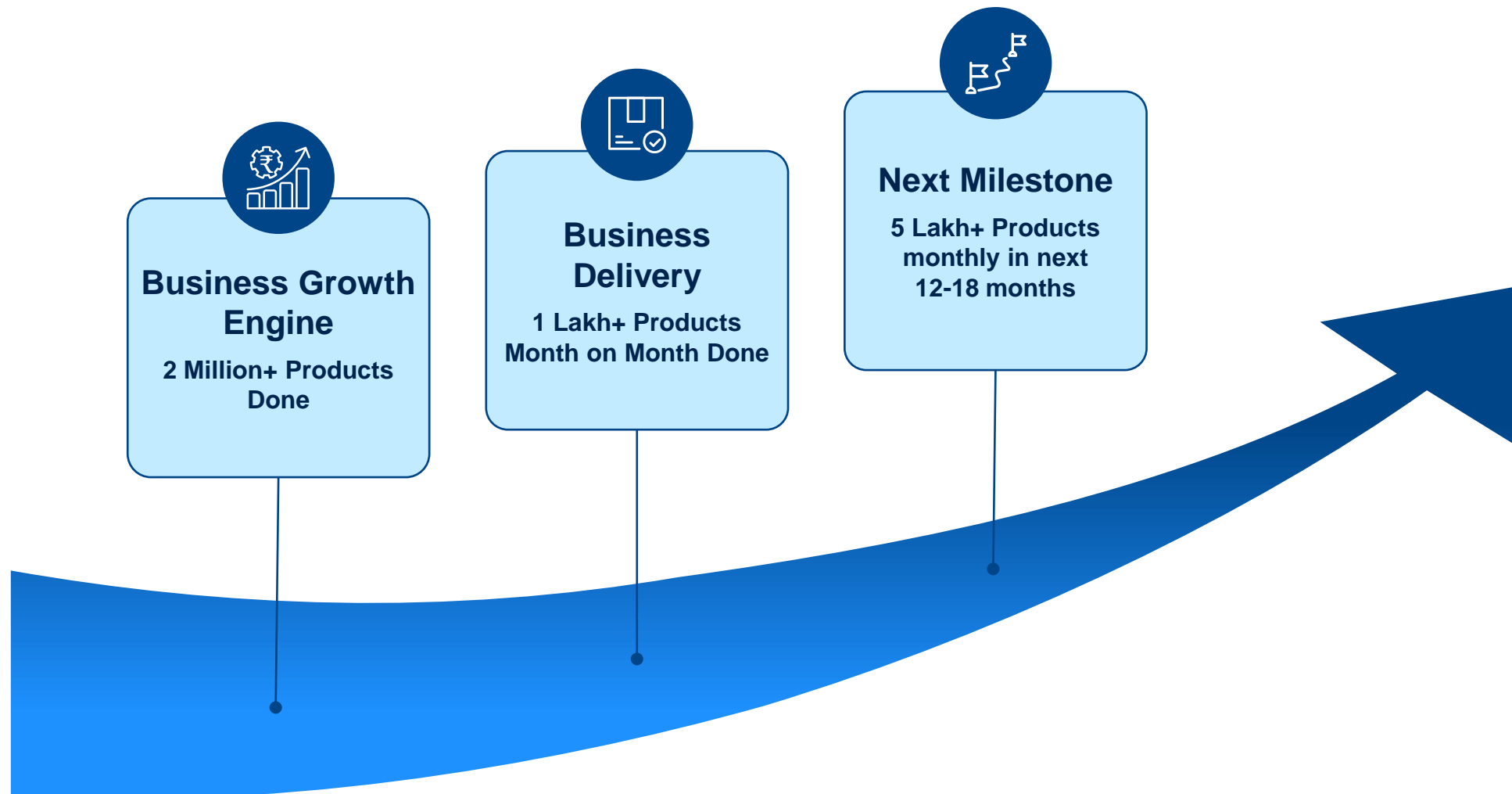


**DIGI GAON INITIATIVE**  
3980+  
Rural Villages were digitized.  
Makeover of villages with Education Labs/ Printers

**RURAL EMPLOYMENT**  
5 Lakh +  
VLEs Employed as Bank Agents across India

# ALTERNATE BANKING CHANNEL & PARTNERSHIPS

## Way Forward



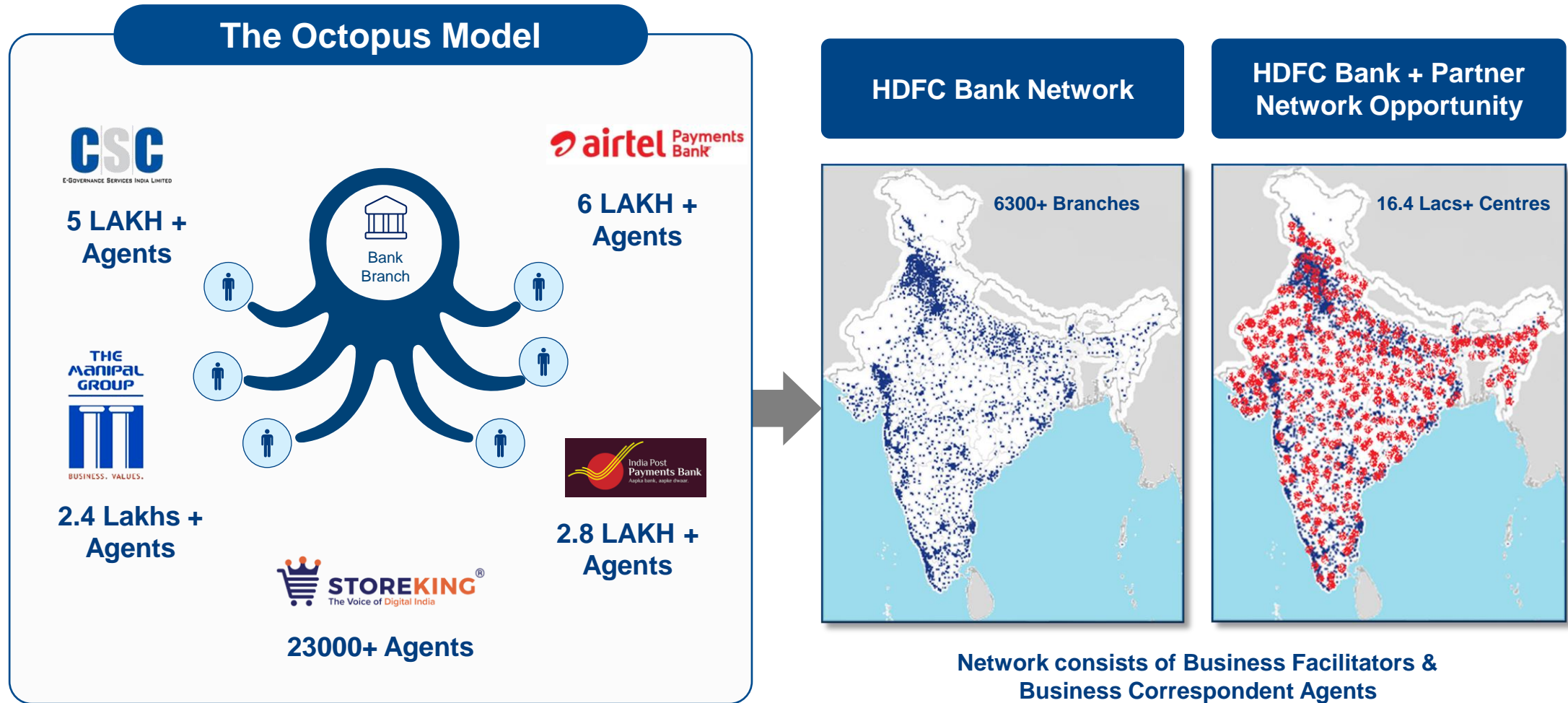
---

# Thank You

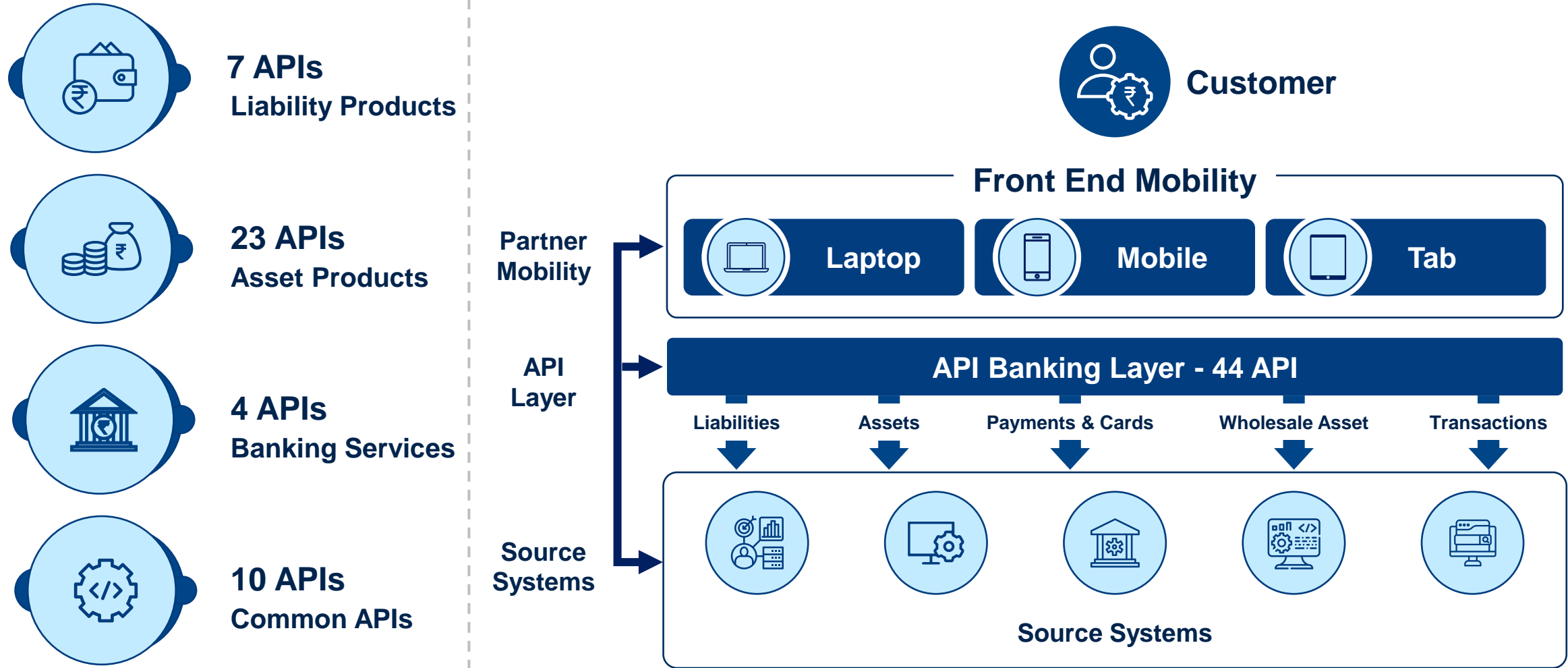
## Technology Enabled Outreach



# Distribution Opportunity



# Technology Enablement





# ALTERNATE BANKING CHANNEL & PARTNERSHIPS

## Centre Infrastructure

