

HDFC Bank organises one of the biggest ever loan melas in Bundelkhand region

- ***20,000 people to benefit***

Jhansi April 26, 2023: HDFC Bank, one of India's leading banks, organised a loan mela at Jhansi in Uttar Pradesh. About 5,000 prospective customers attended one of the biggest such events in the Bundelkhand region. This comprised small and marginal farmers, small Agri entrepreneurs, transporters, shopkeepers, and SMEs. Organised by the Commercial and Rural Banking (CRB) Group of the bank, the mela gave an overview of its products and services and issued sanction letters to thousands of customers that will make a difference to the lives of 20,000 people, including customers and their families.

The products and services included agriculture finance, healthcare finance, construction vehicle finance, commercial equipment finance and Dukandaar Dhamaka. MSMEs can avail of working capital, Term loans, LC, and bank guarantees. The gala event was inaugurated by Dr Mukesh Pandey VC, Bundelkhand University and Mr. Rahul Shyam Shukla, Group Head, CRB. Also present on the occasion as Chief Guest was Professor B Gangwar, Director of Agriculture and Horticulture .

On the same day, the Bank also held a meeting for MSME customers along with Bundelkhand Chamber of Commerce and it was inaugurated by Mr. Alok Yadav (IAS) , Vice Chairman of Jhansi Development Authority

Speaking at the launch, Mr. Rahul Shyam Shukla, Group Head, CRB, HDFC Bank said, "We are committed to contributing to the economic growth of the Bundelkhand region. Today, our small businesses and farmers have low access to formal banking. There are still 6-7 crore small farmers and shopkeepers who access high-cost credit from the informal systems. This mela is a step in the direction of taking banking to those who need it, to accelerate job creation and local commerce. As a bank, our evolution continues from metro to urban, and

thereafter semi urban to rural India. The bank extends credit to SMEs in 675 districts and in nearly 2 lakh villages.”

In Uttar Pradesh, the bank's distribution network stands at 764 branches spread across 99 cities and backed up by a business correspondent network of 3250. As of March 31, 2023, the Bank's distribution network stood at 7,821 branches and 19,727 ATMs / Cash Deposit & Withdrawal Machines (CDMs) across 3,811 cities / towns. Over half its branches are in the semi-urban and rural areas. In addition, the bank has 15,921 business correspondents, primarily manned by Common Service Centres which takes its offerings to the deeper geographies.

About HDFC BANK

For more information, click here: www.hdfcbank.com.

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