

‘The view that you lend and lose money in villages is wrong’

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The perception that you lend and lose money in villages is incorrect and therefore HDFC Bank will remain bullish on rural markets with a goal to serve people in over two lakh villages in India by the end of March 2024, said Rahul Shyam Shukla, Group Head - Commercial and Rural Banking, HDFC.

“The perception that you lend and lose money in villages is incorrect. As you go deeper, you will see that the rural segment offers a good banking opportunity,” Mr. Shukla told *The Hindu*.



Rahul Shyam Shukla

“In the next five years, we believe one of the biggest banking opportunities will be the agriculture segment,” he added.

Mr. Shukla noted that earlier farm yields and the prices that farmers got were low; today, however, small farmers get better produce and prices.