

HDFC Bank opens 3 new branches in Jaipur

- ***New branches in Kishanpole Bazaar, Pratap Nagar and Sanganer***
- ***A total of 30 branches in Jaipur***
- ***62% of HDFC Bank branch network is dedicated to semi urban and rural areas in Rajasthan***

Jaipur (Rajasthan), February 2, 2016: HDFC Bank Ltd., has opened three new branches in Jaipur, Rajasthan. The new branches are located in urban areas and will offer customers a full range of HDFC Bank's world-class banking solutions to meet the needs of the local population. HDFC Bank now has a network of 30 branches in Jaipur.

The first new branch, located at No. 285, House No. 1367-1370, Diwan Shivjilal Ka Rasta, Kishanpole Bazaar, was inaugurated by Princess Diya Kumari of Jaipur. The second branch situated at 102/CS/5/4,5&6, Kumbha Marg, Pratap Nagar, was inaugurated Mr. Niraj K Pawan, IAS, Director IEC and Additional MD, NHM, Jaipur. The third branch situated at F 129, RIICO Industrial Area, Sitapura, Sanganer, was inaugurated by Mr. Pramod Derewala, Chairman of Indian Institute of Gems & Jewellery and Executive Member of Jewellers Association, Jaipur.



With the opening of three new branches, the bank now has 62% of its branch network dedicated to semi urban and rural areas of Rajasthan.

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 'Go Digital' campaign began on the banks of the river Ganga in Varanasi in 2014, with the launch of 'Bank Aap Ki Muththi Mein' offering, which places the power of banking in the hands of the customer. Further, the bank has also



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"Our extensive branch network reiterates our commitment to take formal banking services to every part of Rajasthan. We are happy to serve the local populace and we hope to make a difference in their daily lives, by offering them our full range of banking services."

Ms. Smita Bhagat, Branch Banking Head, HDFC Bank



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HDFC Bank Ltd.
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launched innovative digital initiatives including Chillr, Watchbanking, PayZapp and will soon launch instant personal loans at ATMs.

The new branches will offer customers world-class banking services under one roof ranging from basic services such as Savings Account, Fixed Deposits, Current Account, Mutual Funds, Insurance, Two-wheeler loan, Auto loan to sophisticated direct access banking channels such as ATM, PhoneBanking, NetBanking and International Credit and Debit Cards.

At a national level, HDFC Bank has 55% 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 December 31, 2015, the Bank had a distribution network with 4,281 branches and 11,843 ATMs in 2505 cities.

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