

HDFC Bank opens 21 branches in Rajasthan

Jaipur (Rajasthan), March 31, 2016: [HDFC Bank Ltd.](#), has opened 21 new branches in Rajasthan, of which eight are located in unbanked villages. The local populace in these eight villages has hitherto had no access to formal banking services. The unbanked branches are located at Vijai Mukundpura and Mahlan in Jaipur district, Kanpur in Udaipur district, Uchiyada in Jodhpur district, Tartarpur in Alwar district, Jalkhera in Kota district, Kherliganj in Baran district, Shiv Singh Pura in Sikar district of Rajasthan.

The branches were launched electronically by Ms. Vasundhara Raje, Chief Minister of Rajasthan in the presence of Ms. Smita Bhagat, Branch Banking Head – North & West and Co-Head - eCommerce, HDFC Bank, Mr. Satyen Modi, Zonal Head - Rajasthan, HDFC Bank and other senior officials of the bank.

Apart from these eight locations the bank has also launched 13 other branches across the state. These are located at Makrana in the Nagaur district, Jhotwara, Sambhar and Watika in the Jaipur district, Fatehnagar in the Udaipur district, Kasba Bansur in the Alwar district, Sanchole in the Jalor district, Kapasan in the Chittaurgarh district, Sagwara in the Dungarpur district, Nawalgarh in the Jhunjunu district, Keshoraipatan in the Bundi district, Malpura in the Tonk district, and Sirohi in the Sirohi district of Rajasthan.

With these launches, HDFC Bank now has a network of 166 branches across Rajasthan, including 110 rural and semi-urban branches. This



"Our extensive branch network reiterates our commitment to take formal banking services to every part of Rajasthan, particularly the unbanked and underbanked areas. This brings us closer to our customers, and by offering them our full range of banking services, we hope to make a difference in their daily lives."

Ms. Smita Bhagat, Branch Banking Head – North & West and Co-Head - eCommerce, HDFC Bank



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journey began with its very first branch in the city, which was set up in Jaipur in 1999.

Since then, the bank 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.

Post the launch of 'Go Digital' campaign in 2014, with the '**Bank aapki mutthi mein**' offering, HDFC Bank has launched a host of new and very successful digital banking products.

These include [30 minute paperless auto loan](#) using Biometric technology, [10 seconds personal loan](#) on netbanking, [PayZapp](#), [Chillr](#), and the recently introduced [instant loans at ATM](#). This is in addition to HDFC Bank's powerful [Netbanking](#) portal and official mobile banking app, which allows customers to perform over 205 and 85 different types of transactions, respectively.

These innovative initiatives are part of the bank's strategic focus on **customer convenience, access and delight**, using technology as an enabler and received recognition at the prestigious IBA Banking Technology Awards held last month. HDFC Bank has won the **Technology Bank of the year**, **Best use of Digital** and **Channels Technology**, and **Best Payment Initiatives** awards in the large banks category at the IBA Awards.

In addition to the digital initiatives, HDFC Bank is also reaching out to people through its nation-wide distribution network. As of December 31, 2015, the Bank had 4,281 branches and 11,843 ATMs across 2,505 cities.



"We are happy to serve the people of the state and look forward to bringing a whole new world of banking access and flexibility to

customers at these 21 locations. Customers can experience our complete range of products at a time and location convenient to them. Customer response to our products and services so far has been very encouraging."

Mr. Satyen Modi, Zonal Head - Rajasthan, HDFC Bank

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