

HDFC Bank expands branch network in Northeast

- **HDFC Bank now has a network of over 100 branches and 170 ATMs in Northeast**
- **The Bank's Sustainable Livelihood Initiative (SLI) has benefitted more than 1.5 Lakh women in the region**

Guwahati (Assam), June 13, 2016: [HDFC Bank Ltd.](http://www.hdfcbank.com), has expanded its physical distribution network in the Northeast, crossing the 100th branch milestone in the region. With the launch of 16 new branches in FY2015-16, the Bank now has 109 branches in total in the seven states of Northeast, making it one of the leading private sector banks. Of the 109 branches, 55 are located in Assam.

The expansion of its branch network across Northeast is part of the Bank's Board driven mandate to take banking services to the remote corners of the country. More than 50 per cent of the branches in the Northeast are located in semi-urban and rural areas. The physical distribution network is complemented by the digital banking initiatives, which make it easier for customers to bank anywhere, anytime using Netbanking, Mobile app, and ATMs. Customers can perform over 205 different types of transactions on NetBanking, 85+ on Mobile app and take loans at ATMs.

HDFC Bank has also introduced PayZapp, a one-click digital payment eco-system on mobile. With PayZapp is SmartBuy, a platform for shopping, entertainment and travel needs. Similarly, Chillr app on mobile allows our customers to make payments, recharge mobile, DTH etc. with a few clicks. The Bank has also launched 'Missed Call Mobile Recharge', where customers can recharge their pre-paid mobile numbers by just giving a missed call on a toll free number. Customers have to activate this facility by sending an SMS to a number and fix the amount, which gets debited from the account every time a mobile recharge is done.

The emphasis on digital banking started with the 'Go Digital'



"The journey to reach the 100th branch milestone in Northeast has been extremely fulfilling, right since the launch of our first branch in the state of Assam in the year 2004. We are expanding deeper into geographies with increased intensity, taking our complete suite of products to offer convenience to our customers. In the rural parts of Northeast, the Bank's SLI programme is enabling lakhs of women to become financially literate, acquire new occupational skillsets and augment their income. This is not just empowering these women, but also making a difference to the lives of their families."

Mr. Sourjendu Gupta, Zonal Head – Northeast, HDFC Bank

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campaign, which began in Varanasi in 2014, with the launch 'Bank Aap Ki Muththi Mein' offering. It literally converts the mobile phone into a bank branch.

The Bank is also reaching out to people of the region through its Sustainable Livelihood Initiative (SLI). It is a holistic approach that empowers women, particularly those at the bottom of the pyramid by providing not just credit, but also vocational training, financial literacy, and market linkages.

Over 1.5 lakh women from the rural parts of the region have benefited from the initiative. In Assam, over 1.2 lakh women are part of the initiative and have now begun income generating activities. In Assam, for example, women under the programme have been trained in Mushroom cultivation in Moran, Jute bag making in Tezpur, and Jam, Papad and Pickle making in Mangaldoi, Dibrugarh, Nalbari, and Kalapahar, respectively. Similar capacity building training has also been imparted to women across other states in Northeast.

At a national level, HDFC Bank has 55 per cent 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 March 31, 2016, the Bank had a distribution network with 4,520 branches and 12,000 ATMs in 2,587 cities.

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