

HDFC Bank launches SmartUp for start-ups in Kolkata

- ***Launched in association with Nasscom 10,000 Start-Up initiative***
- ***First-of-its-kind solution to fulfill all banking needs of start-ups***
- ***Offers tailored banking and payment solution, advisory services***

Kolkata, May 13, 2016: [HDFC Bank Ltd.](http://www.hdfcbank.com), today launched SmartUp, a first-of-its-kind dedicated solution for start-ups in Kolkata.

SmartUp is HDFC Bank's tailored solution to meet all the banking requirements of start-ups, and offers banking and payment solutions, along with advisory and forex services.

Launched in association with Nasscom, an IT and BPO industry body which is running the '10,000 Start-ups initiative', this solution is aimed at scaling up the start-up ecosystem in the country.

In a function organized at the Salt Lake, SmartUp for start-ups was launched by Mr. Atul Barve, Branch Banking Head – East, HDFC Bank and Mr. Ravi Ranjan, Head – East, Nasscom 10,000 start-ups in the presence of senior officials of HDFC Bank, Nasscom and also start-ups. SmartUp was earlier launched in Mumbai in partnership with Zone Start-ups India.

This initiative is part of a larger effort by HDFC Bank to create an ecosystem to nurture the spirit of innovation and enterprise in the start-up space.

The benefits of SmartUp include:

- Enhanced transaction limit with no minimum balance requirement for first six months,
- Customized Salary Account offering coupled with best-in-class services and largest suite of product,
- PayZapp for Business - enabling requesting and receiving payments on the go,
- SmartHub payment acquiring solutions - Single platform for collections through multiple online and offline modes (Payment Gateway , POS, mPOS, QR codes, Wallet etc.)
- Dedicated Relationship Manager for taking care of all banking



"SmartUp for start-ups is a complete banking solution created by HDFC Bank. It not only provides the basic banking transactions, but also valuable services like advisory services, forex and payment solutions. We believe start-ups in India need partners, who will be with them right from the start of their entrepreneurial journey, creating solutions that evolve as the company grows. This offering has been created after working with start-ups to understand their requirements and will be available across India, even in tier 2 and 3 cities which are emerging as startup hubs."

Mr. Atul Barve, Branch Banking Head – East, HDFC Bank.



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HDFC Bank Ltd.
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needs as well as investment advisory,

- Recommendation of a Chartered Accountant for Tax, Regulatory and Compliance issues,
- End to end support for all foreign trade and remittances services with respect to regulatory guidelines and special exchange rates,
- Opportunity to showcase products on SmartBuy to over 37 million HDFC Bank customers.



"Nasscom is excited to be a part of the launch of SmartUp, a bespoke banking solution for start-ups launched by HDFC

Bank. Start-ups, particularly at the initial stages, need a tailored banking solution and SmartUp meets their requirements."

**Mr. Ravi Ranjan, Head, NASSCOM
10000 start-ups East.**

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