

HDFC Bank to add 100 new branches in Northeast

- **To double branch network in Sikkim alone to 18**

Gangtok (Sikkim), March 31, 2019: HDFC Bank Ltd, today announced that it would open 100 more branches in the Northeast, taking its branch network close to 230 in the next three years. As a part of this plan, it would also double the number of its branches in Sikkim to 18. The announcement was made by Mr. Aditya Puri, Managing Director, HDFC Bank at a press conference in Gangtok, Sikkim.

HDFC Bank started its journey in the Northeast in 2004, and has grown rapidly since then. As of December 31, 2018 the bank network in the region comprised 126 branches and 203 ATMs. Over half of these are in the semi-urban and rural areas and the focus of the new branch expansion will also be in these locations.

The bank network will get a further boost from the 650 Common Service Centres (CSCs) to be set up in the region by the Government of India. The CSCs run by village-level entrepreneurs help will bridge the last-mile connectivity in making banking products and services available to rural India and help take banking to the unbanked.



“As we enter our 25th year, we reiterate our commitment to making a difference to the lives of the people in Sikkim and the entire Northeast. We believe in making an impact to lakhs of people here not just by offering our full-suite of products and services, but also by creating a positive change in the communities in which we operate,” said Mr. Puri.

“Parivartan, which means change, reflects our approach to be a catalyst for sustainable change. I am happy to share through our social initiatives we have impacted the lives of close to 10 lakh of people in Northeast. Going forward, we hope to continue to partner with the people of Northeast in their overall development and progress,” Mr. Puri added.



We understand your world

NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

[Parivartan](#) is HDFC Bank's umbrella brand for all social initiatives.

- Under #Parivartan's **Teaching the Teacher (3T)** programme, the bank will cover close to 1 lakh teachers in the Northeast, with close to 7,000 in Sikkim alone. These teachers receive training in effective teaching methods and are then invited to be a part of the process by submitting their own zero-cost, high-impact ideas to improve education in schools.
- Through #Parivartan's **Sustainable Livelihood Initiative (SLI)**, over 9 lakh women in the North East have been made financially independent. The women under the programme are given occupational skills training, financial literacy, credit counseling, livelihood finance and market linkage.
- Through #Parivartan's **Holistic Rural Development Programme** the bank has made a difference in the lives 11478 households in 97 villages in the region. This includes construction of close to 1,000 sanitation units in schools and households. HRDP is a flagship initiative of #Parivartan, which seeks to better village life by focusing on improvements in key areas of Education, Skills Training and Livelihood Enhancement, Natural Resources Management, Water and Sanitation, Financial Literacy and Inclusion.

For more information please log on to: www.hdfcbank.com

For media queries please contact:

Neeraj Jha
Head, Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)
Fax: 91 - 22 - 2490 3168
Mobile: 09323620828
neeraj.jha@hdfcbank.com