

HDFC Bank opens 150th branch in Bhopal at Rohit Nagar

- ***1st branch in the state was set up at in 1998, in Indore***

Bhopal (Madhya Pradesh): HDFC Bank Ltd today reached an important milestone of 150 branches in the city of Bhopal. The 150th branch is a metro branch located at (location name) in Bhopal.

The branch was inaugurated by Mr. Jaivardhan Singh, Minister, Government of Madhya Pradesh, Urban Development & Housing Department, along with Mr. Jasmeet Singh Anand, Head, Branch Banking, HDFC Bank, in the presence of Mr. Sunil Panjwani, Zonal Head, Madhya Pradesh, HDFC Bank and other senior officials of the bank. The 150th branch is located at Plot No. 468 and 473, Rohit Nagar Phase 1, Near Janki Hospital, Bhopal.

The new branch will cater to the local population in and around the residential neighbourhood as well as the rest of the city, giving them access to the full range of HDFC Bank's products and services.

HDFC Bank has rapidly expanded its branch network in Bhopal on its journey to the 150th branch milestone. This journey began with its very first branch in the city, which was set up at Trade House, Indore in 1998. Since then, HDFC Bank is reaching out to an increasing number of people across the city, with over 10 lakh customers. It has also leveraged technology to provide banking services through multiple digital channels such as netbanking and mobile banking. The Bank has focused on reaching out to the large #unbanked segments and help contribute towards economic development, and employment generation for the people.

To commemorate its 150th branch, the Bank announced health camps at the new Rohit Nagar branch which are open to customers and the general public. People from across the city can walk into the 150th branch for a general health check. The health camps will be carried out for a month starting October 22.

Speaking on this occasion, Mr. Jasmeet Singh Anand, HDFC Bank said "The journey to reach the 150th branch milestone in Bhopal has been extremely fulfilling, right since the launch of our first branch in the city in 1998. Over the past 20 years it has been an honour serving our customers in



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Bhopal. It is our #endeavour to make a difference in their lives through our banking services as well as in society as a whole through our social initiatives. Our activities have impacted more than 10 lakh people so far and we are humbled by the trust they repose in us. We remain committed to keep serving our customers with the best-in-the-class services and the latest technology in the future."

At a national level, HDFC Bank has 52% 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 September 30 31, 2014, the Bank had a distribution network with 5,314 branches and 13,514 ATMs in 2,718 cities/towns.

About HDFC BANK

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