

HDFC Bank opens 8 new branches in Odisha

- ***CM Naveen Patnaik inaugurated the branches via a Video Conference***
- ***To facilitate banking services for customers in remote locations***
- ***In line with HDFC bank's commitment to generate employment for youth in Odisha***

Bhubaneswar (Odisha), July 17, 2020: HDFC Bank Ltd. today announced the opening of 8 new branches in Odisha. The new branches are part of its network expansion strategy in the state and the opening is timed to help facilitate banking services during the Unlock 2.0 phase of the ongoing Covid-19 pandemic. These branches will generate over 100+ jobs for the youth.

The launch announcement was made via a digital conference in the presence of Hon'ble Chief Minister of Odisha, Naveen Patnaik with Chief Secretary, Shri Asit Tripathy along with Development Commissioner, Principal Secretary-Finance, IT Secretary in presence of Mr. Arvind Vohra, Country Head , Retail Branch Banking, HDFC Bank along with Mr. Sandeep Kumar, Head - Branch Banking, HDFC Bank and other senior bank officials.

The Bank started its journey in the state of Odisha in the year 2000, and has grown rapidly in the last 20 years, making it one of the longest-serving private sector banks in the state. As of 16th July, the bank had a network of 150 branches and 276 ATMs. Over 60 per cent 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 also plans to set up 73 additional Business Correspondents (BC) in the state. The BC network will help bridge the last-mile connectivity in making banking products and services available to customers and take banking to the remote places in the state.



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HDFC Bank House,
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Each branch has been carefully selected based on its geographical location and where customers will be requiring specific banking services

- Xavier Square - Bhubaneswar
- Rajmahal - Bhubaneswar
- Forest Park - Bhubaneswar
- Mancheswar - Bhubaneswar
- Tankapani Road - Bhubaneswar
- Udit Nagar - Rourkela
- Beheramal – Jharsuguda
- Penthapal - Pattamundai

With the launch of these new branches, we reiterate our commitment to making a difference to the lives of the people in Odisha. It's our endeavour to take banking services to the most remote parts of the state," said Mr. Arvind Vohra, Country Head, Retail Branch Banking, HDFC Bank, we will bring about a meaningful change not only through our banking services but also through our social initiative #Parivartan. Parivartan, which means change, reflects our approach as a catalyst for sustainable change. I am happy to share through our social initiatives that we have impacted the lives of close to over 17000+ households in Odisha. Going forward, we hope to continue to partner with the people of Odisha in their overall development and progress," he added. Click here to for a virtual walkthrough for the 8 new branches

https://www.youtube.com/watch?v=83j_SmPfnsY&feature=youtu.be

Through HDFC Bank's Sustainable Livelihood Initiative (SLI), over 5 lakhs women in Odisha have become financially independent. The women under the programme are given occupational skills training, financial literacy, credit counselling, livelihood finance and market linkage



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