

HDFC Bank to launch 20 branches in Uttarakhand

Dehradun, July 7, 2020: HDFC Bank Ltd. today announced plans to add another 20 branches in Uttarakhand to take its network to over 70 branches by March 2021. The bank currently has a network of 54 branches and 100+ ATMs in the state. Close to 70% of these branches are located in semi-urban and rural areas.

HDFC Bank also plans to ramp up its business correspondent business to 250 in the state. At present, the bank has 82 Business Correspondents and 2900 Baking Facilitators to reach the last mile in Uttarakhand.

“We have even reached out to customers living in remote areas of Uttarakhand through our 54 branches and our plan is to reach out to even more families in the state. It is our endeavor to take our network to the most remote parts of the state and make a difference in the lives of the people,” said **Anuj Raj, Circle head, HDFC Bank** to select media.

HDFC Bank launched its Uttarakhand operations in October 2002 with the launch of its first branch in Dehradun.

“Over the past 18 years, HDFC Bank has not only helped contribute towards economic development and employment generation for the people of Uttarakhand but also brought about holistic and sustainable change through its social initiatives in rural areas. This is being done through #Parivartan, the umbrella for all its social initiatives.” Raj said

HDFC Bank is also making a difference through its Sustainable Livelihood Initiative (SLI). SLI aims to 'create sustainable communities', which it does by empowering women and helping break the vicious cycle of poverty. It imparts various skills such as financial literacy workshops, credit counseling, livelihood finance, and set up the market linkages. In the state of Uttarakhand, the SLI initiative is spread across seven bank branches encompassing four districts and has reached 34,000 customers as of March 2020.

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