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NEWS RELEASE

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

myPrayer app launched for Shri Mata Vaishno Devi Temple powered by HDFC Bank

- ***App to provide live darshan and donation facility to devotees due to restrictions on travel due to the Covid-19 pandemic***

Mumbai, October 18, 2020: In a first-of-its-kind initiative, Shri Mata Vaishno Devi Shrine Board launched its own app powered by HDFC Bank. The [myPrayer app](#), from HDFC Bank's [myApps](#) range of services will allow devotees to watch live *Darshan* and *Aartis*, make donations and have *Prasad* delivered at your doorstep from the comfort of their homes.

Known as the 'Mata Vaishno Devi' app, it has been launched just ahead of the festive season. This will benefit lakhs of devotees who traditionally visit the shrine but would be unable to do so this year on account of the restrictions on travel due to the Covid-19 pandemic.

The app is available for download from Google Playstore and has been completely customised for Vaishno Devi Temple. **#myPrayer** app is part of the Bank's **#myApps range**, a suite of white-label apps that enables religious institutions, municipalities, housing societies, Smartcities, clubs and even Gymkhanas to completely digitise their ecosystem. These apps are a part of the bank's strategy to take digitization to the next level by focusing on providing value beyond basic banking services.

The App was inaugurated digitally by Sh. Manoj Sinha, Hon'ble Lt. Governor of Jammu Kashmir, who is also the Chairman of Shri Mata Vaishno Devi Shrine Board.

The shrine dedicated to *Mata Vaishno Devi* is located in the folds of three peaked mountain named Trikoot in Jammu Kashmir. It is not directly accessible by road. Reaching the temple involves a challenging 12 km uphill trek from Katra. Given the geographical challenges and the restrictions on travel due to the pandemic the app will benefit all worshipers of the deity across the country.



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*"We are delighted to set up the myPrayer app for Mata Vaishno Devi temple and be of service to lakhs of people," said **Ms. Smita Bhagat, Country Head, Government and Institutional Business, E-Commerce and Start-ups, HDFC Bank** speaking about the milestone. "In line with the #DigitalIndia mission, HDFC Bank's myApps suite of products was designed to provide our institutional customers with convenience, flexibility and the extra digital edge they need to ensure they are enhancing their services. We believe this reiterates our commitment to go beyond banking to extend our services to the most remote and geographically challenging areas of the country, such as this."*

Click here to watch a video on myApps:

<https://www.youtube.com/watch?v=romBL1IRdcE&feature=youtu.be>

Click here to watch a video on myPrayer :


<https://www.youtube.com/watch?v=MdPstAE1xnA>



Live Darshan of **Mata Vaishno Devi**
on all **9 days of Navratri**

Use the Mata Vaishnodevi App to:

- View live morning and evening Aartis
- Have Prasad delivered to your doorstep
- Make online donations

Download the Mata Vaishnodevi App on  OR Scan QR code 

Please scan this QR code to download the App on Google Play Store





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