

## **HDFC Bank Participates in Sonapur Cattle Fair, Bihar**

*Rural outreach to offer cattle finance, social schemes in the state*

**Patna, December 4, 2023:** HDFC Bank, India's leading private sector bank, announced today that it is participating in the renowned Sonapur cattle fair in Bihar. The Bank has set up a stall at the mela that is pegged to be Asia's largest cattle fair to offer its cattle finance products to farmers and traders from Bihar. The initiative, run in support to the Animal and Fisheries Resources Department, Bihar primarily aims to help local farmers access easy finance for buying cattle.

The Bank's cattle finance stall offers a comprehensive suite of loan products designed to meet the requirements of dairy farmers, small and marginal farmers, farmer producer organisations (FPOs), and other rural entrepreneurs. The Bank's suite of products includes a range of benefits like loans on affordable rates, flexible repayment options, quick loan approvals for eligible customers, loans against gold security, government-sponsored schemes, and social security schemes, among others.\*

**Mr. Rahul Shyam Shukla, Group Head – Commercial and Rural Banking, HDFC Bank** said, *"The Sonapur cattle fair mela has a rich legacy and connect with the local populace. Our cattle loan products at the mela will provide farmers with the financial resources to purchase high-quality animals and boost their business. We, at HDFC Bank, are focused on providing banking facilities to cattle owners as the dairy sector contributes to farmers' earnings, thereby boosting the country's agriculture GDP. We are grateful to have partnered with the Animal and Fisheries Resources Department, Bihar to extend our rural outreach to make a significant impact on the lives of farmers and contribute to the overall development of Bihar."*

In Bihar, the Bank's distribution network stands at 146 branches spread across 92 cities, backed up by a business correspondent network of 1,162 units.

As on September 30, 2023, with 52% of its branches being present in semi-urban and rural areas, the Bank's total distribution network throughout the country stands at 7,945 branches and 20,596



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## NEWS RELEASE

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ATMs across 3,836 cities/towns. In addition, the Bank has 15,352 business correspondents, primarily manned by common service centres, which take its offerings to deeper geographies.

\*Terms & Conditions apply

### About HDFC Bank

Please click here: [www.hdfcbank.com](http://www.hdfcbank.com)

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