

HDFC Bank Organises Grameen Loan Mela in Patan, Gujarat

- *About 6,500 consumers took part in the outreach*

Patan, Gujarat, November 21, 2023: HDFC Bank, India's leading private sector bank, today organised a Grameen Loan Mela at Patan, Gujarat. With over 6,500 people in attendance, the initiative aims to make rural finance available in Patan and adjoining districts in northern Gujarat.

Small and marginal farmers, traders, commission agents, small shopkeepers, transport vehicle customers, infrastructure vehicle customers, and tractor customers, among others attended the mela.

Mr Rahul Shyam Shukla, Group Head - Commercial and Rural Banking, HDFC Bank said, *"HDFC Bank is committed to bridging the urban and rural divide by reaching out to people in rural markets across the country. We believe that the Patan loan mela will help us extend our outreach to Gujarat's underserved customer segments. In addition, we aim to create jobs and support trade by providing easy credit for small local businesses. Consumers can choose from our wide range of loan products and services to access easy finance."*

In Gujarat, the Bank's distribution network stands at 604 branches spread across 274 cities, backed up by a business correspondent network of 476 units. As per the latest State Level Bankers Committee report, HDFC Bank is the top bank that disbursed loans to MSMEs in Gujarat with a total book size of Rs. 51,322 crore as on September 30, 2023. The Bank extends credit to SMEs in 33 districts across the country and is working towards providing agriculture finance to over two lakh villages across India.

Earlier this year, the Bank organised Grameen Loan Melas at Ayodhya and Jhansi, Uttar Pradesh; Burdwan, West Bengal; Eluru, Andhra Pradesh; Kalaburagi, Karnataka, and Trichy, Tamil Nadu.

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 ATMs across 3,836 cities/towns. In addition, the Bank has 15,352 business



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correspondents, primarily manned by common service centres, which take its offerings to deeper geographies. In addition, the Bank has 15,352 banking correspondents, primarily manned by common service centres, which take its offerings to deeper geographies.

About HDFC Bank

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