

## **HDFC Bank Organises Grameen Loan Mela in Trichy**

**Trichy, October 13, 2023:** HDFC Bank, India's leading private sector bank, today organised a Grameen Loan Mela at Trichy, Tamil Nadu, in yet another outreach to its customers residing in rural pockets. The mela was attended by over 7,000 people across eight districts and 40 tehsils from Trichy and the adjoining districts of Tamil Nadu.

The Bank has been hosting loan melas across the country to target underserved customer segments, including small and marginal farmers, millet and sugarcane farmers, dairy farmers, traders, and commission agents, among a few.

**Mr Rahul Shyam Shukla, Group Head – Commercial and Rural Banking, HDFC Bank** said, *"HDFC Bank is bridging the urban-rural divide by expanding its branch network in the hinterland. Through the loan mela in Trichy, we want to reach in the rural vicinities and make credit accessible to all the underserved customer segments in Tamil Nadu. We provide comprehensive financial solutions that will enable customers to purchase equipment, products as well as the services they want. Through our extensive network, we not only create jobs but also bolster trade, bringing numerous individuals and businesses into the formal banking fold. Our larger aim is to contribute to the overall development of Tamil Nadu."*

In Tamil Nadu, the Bank's distribution network stands at 544 branches spread across 202 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 Tamil Nadu with a total book size of Rs. 29,000 crore as on June 30, 2023. The Bank extends credit to SMEs in 699 districts across the country and is working towards providing agriculture finance to nearly 2.5 lakh villages across India.

This year, the Bank organised Grameen Loan Melas at Ayodhya, Uttar Pradesh; Jhansi, Uttar Pradesh; Burdwan, West Bengal; Eluru, Andhra Pradesh; and Kalaburagi, Karnataka.

As of June 30, 2023, with 48% of its branches being present in semi-urban and rural areas, the Bank's total distribution network throughout the country stands at 7,860 branches and



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20,352 ATMs / cash deposit & withdrawal machines across 3,825 cities / towns. In addition, the Bank has 15,194 banking correspondents, primarily manned by common service centres, which take its offerings to the deeper geographies.

### **About HDFC Bank**

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

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