

HDFC Bank Parivartan Launches Mobile Milk ATM in Madhya Pradesh

Guna, October 3, 2023: HDFC Bank, India's largest private sector bank, under its CSR brand Parivartan, today announced that it has set up a mobile milk ATM at Guna district, Madhya Pradesh. In addition to this, the Bank has set up 11 Milk Pooling Points (MPPs) and two Bulk Milk Coolers (BMCs). The installation of milk collection, storage and retail infrastructure setup would help increase market access to local dairy farmers.

In addition to this, HDFC Bank Parivartan, through its implementing partner End Poverty, has installed quality testing equipment on each collection and storage point to ensure transparency and fair pricing for farmers. It also set up daily data synchronisation on cloud to help the Guna Vikash Mahila Farmer Producer Company Limited, a local farmer producer body, to maintain an error-free collection data and a seven-day payment cycle for farmers.

Ms Nusrat Pathan, Head-CSR, HDFC Bank said, *"Dairy farming is the backbone of rural economies. The milk collection, storage and retail infrastructure installation in Guna will not only improve market access but also remove pricing disparities paining the local dairy farmers of the district. We are glad to partner with End Poverty that has been able to provide this facility to local farmers. The initiative signifies a shift in the local dairy supply chain, laying the foundation for sustainable growth and prosperity."*

HDFC Bank's CSR is implemented under the aegis of Parivartan, which is the umbrella brand for all its social initiatives. It focusses on five areas: Rural Development, Education, Skill Development and Livelihood Enhancement, Healthcare and Hygiene, and Financial Literacy and Inclusion. As of March 2023, HDFC Bank Parivartan has impacted over 62 lakh lives in Madhya Pradesh through various interventions.

HDFC Bank was among the top CSR spenders in the country for the financial year ended March 2023. As on 31st March 2023, the Bank spent Rs 820.89 crore on CSR initiatives across the country. The Bank also expanded its impact by reaching more than 9.93 crore beneficiaries cumulatively as of March 2023 in the entire nation.



NEWS RELEASE

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

About HDFC Bank:

Please click here: www.hdfcbank.com

For media queries, please contact:

Sakshi Denis

Deputy Vice President, Corporate Communications
HDFC Bank Limited
Mobile: +91 95602 20405
Email: sakshi.denis@hdfcbank.com

Madhu Chhibber

Head, Corporate Communications
HDFC Bank Limited
Mobile: +91 98337 75515
Email: madhu.chhibber@hdfcbank.com