

HDFC Bank to Offer 40 Products & Services in Rajasthan Digitally Through e-Mitra Platform

Bank partners RajCOMP Info Services Ltd. (RISL), a Rajasthan government-backed company, to provide banking solutions in the state via Smart Saathi

Jaipur, December 31, 2024: HDFC Bank, India's leading private sector bank, today announced that it will be offering its wide array of products and services in the state via the e-Mitra platform of the government of Rajasthan. In partnership with RajCOMP Info Services Ltd. (RISL), a fully-owned Government of Rajasthan company, the Bank aims to leverage the e-Mitra agent network for penetration in under-and un-banked regions of the state.

As part of the agreement between RISL and HDFC Bank, the Bank's Smart Saathi digital distribution platform will be integrated with the e-Mitra app, thus enabling the people of Rajasthan to digitally access over 40 products and services of the Bank like accounts, loans, deposits, and payment products, among others. The 78,000-strong agent network of e-Mitra will be available to guide the residents of the state to access the product and services suite of the Bank. Additionally, the Bank will train the e-Mitra agents of RISL to familiarise them with its products and services.

Mr. Parag Rao, Country Head – Payments, Liability Products, Consumer Finance and Marketing, HDFC Bank said, *"We are glad to partner with the Government of Rajasthan in enabling access of our products and services to the residents of the state digitally through the vast e-Mitra network. e-Mitra platform is the one-stop-point for all financial and non-financial needs of local consumers. The partnership will enable access to the Bank's wide range of products and services at a convenient location for people of Rajasthan. It helps further expand our reach into deeper geographies of the state."*

Shri Rameshwar Lal Solanki, Technical Director of RISL, said, *"Another feather in e-Mitra cap! Rajasthan state Government's prestigious flagship project – e-Mitra executed under the aegis of RISL, has inked an MoU with HDFC Bank. This initiative will keep increasing services delivery to citizens of the state through the e-Mitra network. HDFC Bank being the first private sector bank*



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to tie up as B2C partner under the e-Mitra project, will empower opening of bank accounts, booking of deposits, getting required credit (to consumers) and hassle-free digital payments through the robust network of 78,000 e-Mitra kiosks.”

As on September 30th, 2024, HDFC Bank has 495 branches in Rajasthan and is present in all districts of the state. Earlier this year, the Bank celebrated its 25th anniversary in the state.

About HDFC Bank:

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