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## **Honourable Chief Minister of Uttarakhand Shri Pushkar Singh Dhami Inaugurates HDFC Bank's Loan Service Centre at Dehradun**

**Dehradun, Uttarakhand, December 11, 2024:** The Honourable Chief Minister Shri Pushkar Singh Dhami, today launched HDFC Bank's state-of-the-art Loan Service Centre at Dehradun, Uttarakhand which will act as a pivot for providing a comprehensive range of loan products as well as other banking services under one roof. This is the first such facility in the state.

The centre based at HDFC Bank Ballupur Branch, Near Aashirvad Hospital, Ballupur Chowk, Dehradun, Uttarakhand-248001 will act as a central processing unit for loans across the state since it will house a branch and other necessary functions to decide on loan applications. The launch of this facility is expected to benefit customers through speedier approvals. The Bank's journey in Uttarakhand began in the year 2003 and it now houses over 114 branches in the state. In the current financial year, the Bank has opened 11 branches in the state.

Ms. Smita Bhagat, Group Head – Retail Branch Banking, Mr. Muskaan Singh, Branch Banking Head (Uttar Pradesh and Uttarakhand), Mr. Sharad Rungta, Senior Executive Vice President, Liabilities Product Group, Mr. Bakul Sikka, Zonal Head, Uttarakhand were also present on the occasion.

"HDFC Bank has always focused on being ahead of the curve in driving customer centric banking and be a partner in fostering economic development in the region. The newly launched loan service centre reflects the Bank's commitment to strengthen the financial ecosystem in the region." said, Ms. Smita Bhagat, Group Head – Retail Branch Banking.

### **Supporting Agriculture and Semi Urban and Rural locations in the state**

On this occasion, HDFC Bank also organised Kisan Loan Mela dedicated to the agriculture sector. Loan cheques and keys of agriculture vehicles were handed over to borrowers, symbolising the Bank's commitment to empowering the farming community.

Recently, HDFC Bank introduced the *Pragati Savings Account*, designed specifically to meet the banking needs of rural and semi-urban people across India.

The *Pragati Savings Account* aims to bridge the financial services gap for the agricultural community by offering tailored solutions, including savings accounts, credit support, digital banking tools, insurance, and access to government subsidies. Aligned with the bank's focus on promoting rural digitization, the initiative empowers farmers and rural residents with better access to farming techniques, quality inputs, and financial resources, driving financial inclusion and fostering sustainable growth in rural areas.

### **Partnering with the state government**

HDFC Bank has also joined hands with the State Infrastructure And Industrial Development Corporation Of Uttarakhand Ltd (SIIDCUL) to enhance digitisation. The solution adopted by SIIDCUL enables it to accept payments digitally and enable e-auction and e-tender services. It has been a two year journey in making the transformation from manual to digital.

### **Commitment to Community**

The Bank announced its community initiative Ek Kadam Nikshay Mitra Ke Saath. Supporting its commitment to fight against Tuberculosis, HDFC Bank offered 13 portable digital x-ray machines to 13 districts of Uttarakhand to diagnosis TB.

### **About HDFC Bank**

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