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## NEWS RELEASE

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### **HDFC Bank inaugurates 'Bank on Wheels' at the Branch Lobby set up for greater ease of banking at the Maha Kumbh Mela**

**Prayagraj, Uttar Pradesh, January 21, 2025:** HDFC Bank, India's leading private bank, has deployed a state of the art, 'Bank on Wheels' adjacent to the Branch Lobby specially created for the Maha Kumbh Mela. The van will offer a wide range of banking services for visitors at the Maha Kumbh Mela.

The 'Bank on Wheels' is located at the newly set up HDFC Bank Branch Lobby at Sector-2, Parade Ground, Adjacent to RBI Office, Sangam, Prayagraj and will continue to be operational till March 15, 2025. This facility offers several commercial as well as personal banking products and services. It will cater to various banking needs of customers such as Cash Deposit and Withdrawal, Foreign Exchange Services, participation in Government Schemes and banking queries related to products & services.

The 'Bank on Wheels' facility for the Maha Kumbh Mela was inaugurated by Shri. Nand Gopal Gupta, Honourable Cabinet Minister- Industrial Development, Export Promotion, NRI & Investment Promotion, Govt. of Uttar Pradesh.

Commenting on the launch, Mr. Muskaan Singh, Branch Banking Head, Uttar Pradesh and Uttarakhand said, "The facility of Bank on Wheels with provision of multiple banking operations being available at the Maha Kumbh Mela is consistent with HDFC Bank's philosophy of customer centricity. This Bank Lobby which showcases several Bank products, will additionally focus on digital fraud awareness messages alerting people to the various means to safeguard against such frauds."

HDFC Bank began its journey in Uttar Pradesh in the year 1997 with its first branch in Lucknow. Since then, the Bank has rapidly expanded its branch network in Uttar Pradesh to 897 branches and 1362 ATMs (as on September 30, 2024).

#### **ABOUT HDFC BANK**

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