

PRESS RELEASE



HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
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HDFC Bank signs MoU with Indian Air Force and CSC Academy; launches Project HAKK (Hawai Anubhavi Kalyan Kendra)

The Bank under its Parivartan programme will engage in building economic inclusiveness for defence service veterans and next of kin

New Delhi, March 05, 2025: HDFC Bank, India's leading private sector bank, today signed a Memorandum of Understanding (MoU) with the Indian Air Force acting through the office of the Assistant Chief of Air Staff – Accounts & Air Veterans and CSC Academy. The day marked the launch of Project HAKK (Hawai Anubhavi Kalyan Kendra) – *Serving those who have served*. Project HAKK is designed to provide support and services to defence pensioners, veterans and their families.

Initially, 25 centres have been proposed across the Air Force units, which include New Delhi, Bengaluru, Gurgaon, Pune, Secunderabad, Guwahati, Jodhpur and Chandigarh among others.

HDFC Bank under its Parivartan programme, will engage in building economic inclusiveness for defence service veterans and next of kin. The Bank in association with CSC Academy (promoted by Common Service Centre E-Governance Limited), will provide skill development and training across financial products and services, empowering them to be financially independent.

Esteemed dignitaries who were present during the signing of the MoU were Air Marshal PK Ghosh AVSM - Air officer in charge Administration, Ms. Smita Bhagat, Group Head – HDFC Bank, Mr. Sanjay Rakesh, Chairman, CSC Academy and other senior officials from the Indian Air Force, HDFC Bank and CSC e Governance.

The MoU was signed by Mr. Satyen Modi, Executive Vice President and Business Head, Alternate Banking Channels & Partnerships - HDFC Bank, Air Vice Marshal Updesh Sharma VSM - Assistant Chief of the Air Staff (Accounts & Air Veterans) and Mr. Pravin Chandekar, CEO-CSC Academy.

Speaking at the occasion, Ms. Smita Bhagat said, "This MoU underscores our commitment to the welfare of the Indian Air Force veterans and their families. HDFC Bank deeply respects the contribution of the Armed Forces towards the country and through these centres, we aim to offer essential banking services to ex-servicemen and the families of both ex-servicemen and martyrs."

Speaking at the occasion, Mr. Sanjay Rakesh said, "We are honoured to be of assistance to those who served us by bringing G2C and SPARSH pension services to the doorsteps of our Air Force veterans, their families and next of kin, we reinforce our commitment to their welfare".

Defence servicemen / ex-servicemen and their families will be able to avail more than 500 G2C and B2C services including Aadhaar service, NPS, PAN Card, passport, bill collection, etc. HDFC Bank will set up service centres to assist the pensioners / next of kin for pension / settlement related issues. Further, they will also get access to HDFC Bank's suite of products and services along with digital banking products, offering them convenience and easy access.

As a part of this MoU, HDFC Bank will play a key role in facilitating and engaging with the defence employees / veterans and their families across the country. The individuals managing the service centres will be trained by CSC Academy and a monthly monetary grant will be paid to them for the first year.

About HDFC Bank

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