

HDFC Bank Launches 'Biz+ Current Accounts' to Empower India's Growing MSME Enterprises

Mumbai, Maharashtra, May 15 2025: HDFC Bank, India's leading private sector bank in Current Account deposits announced the launch of its new Biz+ Current Accounts, a reimagined suite of Current Account offerings designed to meet the evolving needs of Indian businesses. The range of accounts aims to empower businesses by bringing the entire Bank to the customer from day one.

Each Biz+ Current Account comes equipped with core benefits including cash handling services, seamless digital banking platforms and dedicated Bank/Relationship Manager support along with bundled solutions that address the full spectrum of banking needs for businesses.

A standout highlight of the new offering for new to bank current account customers is the inclusion of comprehensive business and payment protection insurance coverage from day one for the first year. This helps business owners safeguard their enterprises against unforeseen risks.

The Bank has introduced a tiered structure under the Biz+ Current Accounts, offering four distinct variants designed to cater to different stages of a business journey:

- **Biz Lite+ Account is ideally suited** for businesses in the **Setup** stage. It offers:
 - Free 6X cash deposit limit on account balance
 - Up to 5% savings on tax payments with complimentary debit cards
 - Free shop/payment protection insurance
 - Monthly rental waiver on soundbox based on usage
- **Biz Pro+ Account** is ideally suited for those in the **Growth** stage. It offers:
 - Free 10X cash deposit limit on account balance
 - Free shop/payment protection insurance
 - Zero-collateral Overdraft Loan at special rates
 - Rental waiver on PoS devices based on usage
- **Biz Ultra+ Account is** ideally suited for the **Expansion** stage. It offers:
 - Free 12X cash deposit limit on account balance
 - Savings of up to ₹1.3 lakh annually with BizPower Credit Card
 - Free shop/payment protection insurance
 - Special offers on banking services under the Preferred Program
- **Biz Elite+ Account is** ideally suited for businesses in the **Diversification** stage. It offers:
 - Free 15X cash deposit limit on account balance
 - Special offers on banking services under the Imperia Program

- Free shop/payment protection insurance
- Collections across 3,200 pin codes with Cash Management Systems
- Nil foreign bank charges on all overseas remittances

For all the above, terms and conditions apply as per product variant

In line with its leadership position, HDFC Bank has designed the Biz+ current Account range to scale with the success of its customers. Moreover, these accounts adapt dynamically to individual business segments such as manufacturers, traders, service providers, and more — offering sector-specific solutions to meet distinct business needs.

Speaking on the launch, **Mr. Parag Rao, Country Head – Payments, Liability Products, Consumer Finance and Marketing, HDFC Bank**, said *"This is a strategic shift towards offering a value-based engagement from a transactional one, and addresses both business and personal banking needs. We are now delivering a more modular, scalable and business life stage-aligned proposition. Our Biz+ Account range is designed to be adaptive—with Dynamic Multiplier Benefits that scale with business growth, removing friction."*

The Biz+ Current Account variants will offer bundled benefits under a **One Bank** approach and will be available across over **9,455 branches** nationwide.

Additionally, **over 45 lakh existing customers will benefit from the new Biz+ Current Accounts offerings**, thereby facilitating a more structured, value-driven banking experience. Through the Biz+ Account offerings, customers will have access to a simplified, structured and higher value bundled proposition including liability products, asset solutions, digital payments and business cards.

The launch of Biz+ Current Account range reaffirms HDFC Bank's commitment to fostering India's entrepreneurial ecosystem by delivering smarter, more holistic banking experiences to support business growth.

About HDFC Bank

Please click here: www.hdfcbank.com