



NEWS RELEASE

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HDFC Bank Organised Financial Inclusion Saturation Camp in Amritsar

Amritsar, September 24, 2025: HDFC Bank, India's leading private sector bank organised a Financial Inclusion Saturation Camp today in Amritsar.

The primary objective of this camp was to extend the reach of flagship government schemes viz., Pradhan Mantri Jan Dhan Yojana (PMJDY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), and Atal Pension Yojana (APY) to eligible individuals across the country.

The initiative is aligned with three months nationwide Financial Inclusion (FI) Campaign launched by the Department of Financial Services on 1st July 2025.

This special camp witnessed the presence of Shri. Vivek Srivastava – Regional Director, RBI (Chandigarh), Shri. Pankaj Setiya - General Manager, RBI, Shri. Lalit Batra, Executive Vice President, HDFC Bank, Mr. Amit Gagneja and other senior dignitaries from RBI and HDFC Bank. More than 300 customers attended this camp.

At the camp, HDFC Bank also hosted awareness session on Re-KYC services and on digital frauds. equipping the attendees with necessary knowledge on staying safe against these frauds. Through this session, participants gained valuable insights on safe digital banking practices so that they don't fall prey to digital frauds.

About HDFC Bank

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