

HDFC Bank introduces its 'Bank on Wheels' van at Virudhunagar, Tamil Nadu

- An initiative of the bank's Rural Banking Business, the 'Bank on Wheels' van will offer 21 banking products and services in remote villages, **located 10 – 25 kms from nearest branch**
- The 'Bank on Wheels' van will visit select villages every week in and around Virudhunagar district in TN.

Virudhunagar, Tamil Nadu, January 24, 2023: HDFC Bank today announced that it has introduced its state-of-the-art 'Bank on Wheels' van at Virudhunagar district in the state to offer banking services in unbanked and under banked villages.

An initiative of the bank's Rural Banking Business (RBB), the 'Bank on Wheels' van will visit select villages every week located within a radius of 10-25 kilometres in Virudhunagar district. It will visit each village twice a week and will offer 21 banking products and services.

Tamil Nadu becomes the fifth state after Gujarat, Maharashtra, West Bengal, and Punjab where this service has been made available.

The van was flagged off by Mr. Sashidhar Jagdishan, Managing Director & CEO of HDFC Bank at Virudhunagar Vyaparigal Sangam. Mr. Anil Bhavnani, Sr Executive Vice President, and Head Rural Banking, RBB and Mr. Sanjeev Kumar, Branch Banking Head – South were also present.

Mr. Anil Bhavnani, Sr Executive Vice President, and Head Rural Banking, RBB, HDFC Bank said, "We are pleased to take banking to people's doorstep through this initiative and improve access to banking in the underbanked locations of the district. The 'Bank on Wheels' van will be manned our bank staff and will offer a number banking services, including Cash Deposit Machine and ATM services, and an exclusive range of products designed specifically for rural banking customers. Going forward, we plan to launch this initiative in several other states," Mr. Bhavnani added.

The following products and services will be available on the 'Bank on Wheels' van:

Products	Services
Savings Account	Cash Withdrawal
Farmers Account	Cash Deposit
Current Account	Cheque Deposit
Fixed Deposit Account	Aadhar Linking with Bank Account



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