

## **HDFC Bank launches *Pragati Rath* for digital banking in Indore**

- ***Flags off hi-tech van to educate traders, shopkeepers on digital banking***

**Indore (Madhya Pradesh), September 24, 2019:** HDFC Bank today launched *Pragati Rath*, a unique hi-tech van equipped with computers to raise awareness on the best digital banking practices. This *Yatra* is part of the Bank's '*Dukandar Dhamaka*' initiative which aims to educate traders, shopkeepers and customers on how to conduct digital banking transactions and make their lives simpler.

The rally that will visit multiple locations of Indore and cover Metro/Urban cities and semi-urban and rural towns for a duration of one month.

The campaign was organised in association with Indore Municipal Corporation and Local Traders Associations. The *Yatra* was flagged off by Mr. Akash Tripathi, Indore Commissioner and HDFC Bank officials Mr. Jasmeet Singh Anand, Branch Banking Head, and Mr. Sunil Panjwani, Zonal Head.

The Bank has also partnered with the local government bodies to deploy over 200 Point-of-Sale machines in Nagar Nigam and Smart City Indore to encourage digital payments. It has also enabled digital tax collection of property taxes as well as accepting fines collected from violators under Swachh Bharat Mission.

***Speaking on this occasion, [Mr. Jasmeet Singh Anand, Branch Banking Head, Madhya Pradesh, HDFC Bank](#) said "It is our #endeavour to make a difference in people's lives. The *Pragati Rath* is part of the Bank's effort to drive digitization further in Madhya Pradesh. To achieve this, we are committed to keep serving our customers with the best-in-the-class services and the latest technology in the future."***



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## NEWS RELEASE

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