



CO: CORPORATE COMMUNICATIONS DEPT

II FLOOR, 254-260, AVVAI SHANMUGAM SALAI, ROYAPETTAH, CHENNAI-600 014

PH: 044-28134583, 28134457 Web: www.indianbank.in

www.twitter.com/MyIndianBank Toll Free: 1800 425 00 000

प्रेस विज्ञप्ति/ **PRESS RELEASE**

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**INDIAN BANK DISTRIBUTES MUDRA, STANDUP LOANS & LAUNCHES
DIGITAL VILLAGES, ALL WOMEN BRANCHES, URBAN BCs**

Indian Bank founded in 1907 as a part of Swadeshi Movement, celebrated its 110th Founding Day Celebrations on 15th August 2016. As part of the Founding Day Celebrations, the Bank has organized an event at IMAGE, MRC Nagar on 20.08.2016, wherein Bank Officials, customers participated.

Inaugurating the event, Shri Mahesh Kumar Jain, MD&CEO launched many customer centric products and services. Bank also distributed loans during the function, 1100 MUDRA Loanees were provided with fresh loan for commencing various trades and business and 110 loans were distributed under the Prime Minister Stand Up India Initiative. Bank informed that the Standup India loans were distributed to SC/ST and women beneficiaries to commence new ventures. Bank extend the doorstep banking at Urban and Metro areas by launching Urban Business Correspondents model in Chennai and 25 BCs appointed. Bank as part of its 24x7 banking services, installed 110 Bulk Note Acceptors cum ATM and it will facilitate customers to deposit and withdraw cash at their convenience. This system will be part of Bank's e-lounge which also has cheque deposit kiosk at identified locations.

Bank also dedicated 5 all women branches for bringing in ease of doing business for women customers.

Bank also informed that, as part of its outreach program it undertakes many activities to the society and on 110th foundation day, it organized 1110 units of blood, 110 organ donation pledge, etc.

The Bank brought out CSR booklet highlighting the various CSR initiatives taken by the Bank during 2015-16. Bank informed that they are already active in social media with twitter @MyIndianBank and now launched YouTube channel, which will provide multimedia customer educational information along with basic products and services.

In its commitment to align with digital India initiative of Government of India, Bank launch Digital village at 11 villages across the country. As part of it Bank provides, Wifi Internet and access to banking sites apart from skill development sites.

MD & CEO informed " Indian Bank believes in making the banking a pleasant experience and it is made available to common man ".

For favor of Publication

ASSISTANT GENERAL MANAGER (PRO/CCD)