

**“Customer Outreach Initiative Program” at Thiruvannamalai District on 24.10.2019**

Lighting of Kuthuvilakku and Inauguration of “Customer Outreach Initiative” Program by Shri K.S. Kandasamy I.A.S., District Collector, Thiruvannamalai , in the Presence of Shri K.S Sudhakara Rao, General Manager (MSME), Chennai



## Distribution of loans during the “Customer Outreach Initiative” Program at Thiruvannamalai District on 24.10.2019





## Cross- section of Customers attending “Customer Outreach Initiative” program at Thiruvannamalai on 24.10.2019



## **“Customer Outreach Initiative” Program at Tiruvannamalai District on 24.10.2019**

- Inaugural address was delivered by Shri K.S. Kandasamy I.A.S., District Collector, Thiruvannamalai.
- Shri.K.S Sudhakara Rao, General Manager (MSME), Chennai along with Zonal Manager, Thiruvannmalai and Regional Managers of PSBs, Private Banks, Small Finance Banks, Grama Banks and District Co-operative Banks participated in the Program.
- Around 700 general public & customers of various banks visited the stalls during the program.
- Sanctions were made under MSME, Agriculture, Home Loan, Vehicle Loan etc., An amount of Rs.28.24 Crores were sanctioned by various Banks.

