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Indian Bank organizes Mega Customer Outreach Programme at Puducherry

As Convener of the State Level Banking Committee (SLBC), Indian Bank organized a Mega Customer Outreach Programme to showcase the extensive range of products and services offered by the bank at an event in the Union Territory (UT) of Puducherry recently. The event saw participation of all banks currently doing business in Puducherry and the various Government Departments with stalls put up by each entity to display their specific outreach efforts in recent times. A total sum of Rs. 273 crores were sanctioned during the course of the event with Indian Bank extending the lion's share by authorizing Rs. 53 crores worth of loans towards 813 beneficiaries.

The event was graced by Shri. N Rangasamy, Hon'ble Chief Minister of Puducherry, along with Shri. A Nammassivayam, Hon'ble Home Minister for Puducherry, Shri. K Lakshminarayanan, Honorable Minister of PWD and Shri. Surjith Karthikeyan, Deputy Secretary in the Department of Financial Services. On behalf of Indian Bank, Shri. Shanti Lal Jain, MD & CEO, Indian Bank officiated and joined Shri. M.N.M Swamy, Regional Director, RBI and Shri. Venkata Krishna, Chief General Manager, NABARD.

Speaking on the event, Shri Shanti Lal Jain added, "Financial inclusivity has remained one of our topmost priorities and as an avenue to drive it in Puducherry, we are pleased with the response received wherein over 4200 beneficiaries have been benefitted during this outreach programme. It motivates us further to continue extending this to other parts of the country"

As a precursor to this Mega Customer Outreach Programme, Shri. Shanti Lal Jain met with prospective corporate clients and the bank's customers and held with one-to-one interactions to better understand their current and future business requirements. Indian Bank's efforts will undoubtedly provide a fillip towards spurring further economic growth in the Union Territory of Puducherry.

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