

HDFC Bank Ltd in Financial Cards and Payments (India)

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Abstracts

HDFC Bank Ltd started to make initiatives in order to reach out to the unbanked and underbanked rural population in India, with a particular focus on the empowerment of women in these areas. The company plans to continue with its Sustainable Livelihood Initiative to broaden its consumer base. The bank plans to maintain its leading position among all the issuer companies by taking advantage of its strong brand name, strong network of banks and ATMs.

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