



**Press Release for Immediate Publication**

**Mumbai, 21 August 2008.**

**DCB inaugurates state-of-the-art branch at Dharavi, Mumbai  
Aims at providing urban financial inclusion to households through  
customised products and services**

**Mumbai, 21<sup>st</sup> August, 2008.** Development Credit Bank Ltd., India's emerging private sector bank inaugurated its state-of-the-art branch at Dharavi, one of the biggest commercial regions of Mumbai. Mr. A. Jockin, renowned social activist and Ramon Magsaysay Award recipient for 2000, inaugurated the branch. Ms. Sheela Patel, President, SPARC was also present on the occasion.

At the inauguration, Mr. Gautam Vir, Managing Director & CEO of DCB said, "DCB is the first new generation private sector bank, to offer full service branch banking at Dharavi. DCB's new branch is significant, and it will reach out to the residents in the neighbourhood. The spirit of Dharavi lies in the entrepreneurial and economic fervour of the residents. DCB aims to foster this through urban financial inclusion and responsible banking in Dharavi. DCB has on offer personalised banking solutions for our customers in Dharavi."

**DCB the neighbourhood Bank**

Mr. Vir further added that, "Customisation is key, and the new branch at Dharavi will work up to 9 p.m. to enable the residents avail banking services at the end of their day's work. The fully computerised, state-of-the-art branch is in accord with DCB's mission to be the preferred financial services provider with a passion for service excellence. It will be a one-stop shop for the banking needs of the customer".

**Customer Delight the *DCB Way!***

For added convenience, DCB will provide a passbook to the account holder, without even the customer having to request for one. Thus, all account holders may avail of the passbook facility

DCB account statements are available in five languages. Customers may customise their account statements to a language of their choice. They can choose from Hindi, Marathi, Telugu, Gujarati and English.

## **A host of DCB products – ‘No frills account’, market leading deposit rate, and SME**

In addition to the ‘no frills account’, DCB has other products such as the DCB Super Saver account. Here, customers may maintain zero balance at a nominal annual fee. A host of value added benefits such as DCB debit card, online card-to-card transfer, phone banking, and mobile banking, access to over 30,000 ATMs, are the additional benefits customers can enjoy.

**DCB 149 days deposit at 8.75%** is the highest offered amongst banks. This is a very attractive short-term deposit rate for customers.

DCB will also tap the SME business opportunity for customised products. The Bank is at present evaluating options to introduce an urban microfinance product

DCB’s centralised database enables customers to operate their accounts from anywhere in the country. The Bank’s website [www.dcbi.com](http://www.dcbi.com) offers comprehensive details about products and services.

### **About DCB**

DCB is a private sector bank having access to over 30,000 ATMs and 80 state-of-the-art branches spread over ten states and two union territories. The Bank has recently launched several value added initiatives and intends to become one of the country’s preferred and profitable private sector banks, providing a comprehensive suite of “best in class” products for specific market segments in chosen geographies. DCB has initiated a liability and select asset product led strategy, through a mix of owned and outsourced products and multi-channel capabilities.

---

For further information, please contact:

Gaurav Mehta,  
Head Corporate Communications & PR  
DCB,  
Cell phone: +91 9870432101  
Land Line: 022 24387000  
Email : [gauravm@dcbi.com](mailto:gauravm@dcbi.com)

Sonia Kulkarni  
Adfactors PR  
Cell phone : +91 98201 84099

Omprakash Jha,  
Adfactors PR Mumbai,  
Cell phone : +91 9324809673