

FOR CUSTOMERS – BHARAT BANKING



Fuelling dreams, driving development

Bharat Banking is our focused approach to empower customers across emerging India with seamless, digital-first financial solutions. Backed by rising formalisation, digital adoption, and growing financial awareness, Bharat markets present a transformative opportunity. With a customer-centric model and deep distribution, we are building a distinct ecosystem to drive inclusive growth and lasting impact.



Empowering the Grassroots

During the year, we made meaningful progress in deepening financial inclusion by strategically expanding our presence across Rural and Semi-Urban (RuSu) markets. Our extensive on-ground network spans across 2,736 dedicated branches, backed by a vast Business Correspondent (BC) infrastructure. This ecosystem ensures that reliable, inclusive banking services are delivered directly to the doorstep of even the most remote communities.

Our continued focus on accessibility and empowerment resulted in strong outcomes in fiscal 2025, as evidenced by increased transactional volumes, new account openings, and enhanced credit access.

₹98,232 crores

Agri loan book

↑ 7% y-o-y growth

234

BC banking outlets

2 lakhs

New accounts opened via BC network

28,000+

CSCs network

₹729 crores

AEPS transaction volume

₹8,331 crores

Loan disbursements

Material Issues Linkage

M1

M6

M9

Capital Linkage



SDGs Impacted



Benefits of Bharat Banking



Driving Profitable Growth

- » Leveraging robust credit demand in agri & MSME segments
- » Enhanced returns through customised end-to-end financial solutions
- » Sustainable profitability from risk-adjusted, longer-tenure products



Priority Sector Lending (PSL)

- » Contributes over 80% to organic Small & Marginal Farmers (SMF) PSL targets
- » Strategic focus on farm credit, MFI, tractors, gold loans and micro PSL
- » Efficiently meets regulatory benchmarks, driving compliant growth



Financial Inclusion

- » Empowering millions through tailored credit, insurance and savings solutions
- » Localised credit policies, ensuring products fit regional needs
- » Last-mile connectivity driving grassroots economic empowerment



Business Correspondent Model

- » Rapid expansion into unbanked and underserved regions
- » Extensive BC network, reducing infrastructure costs
- » Seamless service delivery at the doorstep, enhancing financial access



Expanded Market Coverage

- » Deep penetration into RuSu markets
- » Robust network, together with branches, BC points, and tailored offerings
- » Enhanced customer acquisition, financial literacy and market share growth

KEY INITIATIVES IN FISCAL 2025

- » Our **Mandi Ecosystem** deepened rural economic engagement in 423 Mandis, generating over 1.47 lakh leads with a 23% conversion rate. This resulted in ₹313 crores in CASATD Monthly Daily Average Balance (MDAB) and ₹191.63 crores in Asset Disbursement, thereby enhancing rural prosperity.
- » Through an expanded **Partnership Ecosystem**, we formed 15 new alliances, bringing our total to over 50 active partnerships. These strategic collaborations enhanced our market reach, integrated us into corporate value chains, and bridged critical service gaps.
- » We strengthened our **Bharat Banking reach** by opening 250+ new branches. Our reach also includes 28,000+ CSCs, driven by Village-level Entrepreneurs, ensuring last-mile connectivity.
- » Embracing **localised credit policies**, we tailored financial products to diverse regional needs, enhancing financial access and driving deeper market penetration into previously underserved customer segments.
- » Our **digital acceleration** efforts led to the adoption of digital capabilities such as eKYC, eNACH, eSign, and eStamp. Farm mechanisation became fully digital, achieving 100% SFDC (Loan Origination System) adoption. Microfinance transitioned to a fully digital process. Continue to focus on digitisation of all the streams of Bharat Banking.
- » **Connecting the Dots (CTD)** redefined our customer engagement by generating over 2.87 lakh leads, and converting more than 97,000 customers.

250+

New Bharat Banking branches opened in fiscal 2025

10,000+

New customer relationships forged through Connecting the Dots

15

New strategic partnerships initiated



Innovative Products Crafted for Bharat's Banking Needs

Gold Loan Overdraft on UPI

Enabling instant fund access through UPI for merchant payments from overdraft accounts; provides customers with maximum flexibility, convenience, and financial independence.

Mid-Term Loan (MTL) for MFI Customers

A targeted loan bridging short-term and long-term credit needs, empowering micro-entrepreneurs with swift disbursals, structured repayments, and sustainable economic growth.

Co-lending

Initiated co-lending partnerships to strengthen our outreach in Bharat markets. The platform is now operational with 18 unique partners across 22 relationships.



How We Promoted Financial Inclusion

We focused on empowering underserved communities across Bharat, ensuring financial services reached them at their doorstep.

Expanding the BC Network

We grew our Business Correspondent network by increasing BC points, BCBOs, and VLEs; dedicated financial facilitators ensured convenient and inclusive service delivery at the grassroots.

Technology-driven Banking

Leveraging the 'open' platform, API integrations, and e-KYC, we enabled real-time services through BC partners. Collaborations with Technology Service Providers (TSPs) and fintechs drove seamless B2C and B2B efficiency.

Enhancing Access

Wider adoption of Aadhaar-enabled Payment Services (AePS) improved digital banking reach in remote areas; BCs facilitated transactions and generated leads.

Driving National Initiatives for Inclusive Growth

Through our active participation in schemes such as Pradhan Mantri Vishwakarma Yojana, PMSVANidhi (PM Street Vendor's AtmaNirbhar Nidhi), PMEGP (Prime Minister's Employment Generation Program), NULM (National Urban Livelihoods Mission), NRLM (National Rural Livelihoods Mission), PMMY (Pradhan Mantri Mudra Yojana), AIF (Agriculture Infrastructure Fund), FPO (Farmer Producer Organisation), and PMFME (PM Formalisation of Micro Food Processing Enterprises Scheme), we expanded our support to micro-entrepreneurs, artisans, street vendors, women, small-scale industries, and farmers.

Focused Support for National and State-sponsored Schemes

By deepening our involvement in various government-sponsored schemes, we ensured individuals and businesses across Bharat had access to formal financial services. We actively supported initiatives like SWAYAM (Self-Employment and Skill Development Scheme), MMAPUY (Mukhyamantri Antyodaya Parivar Utthan Yojana) in Haryana, CMEGP (Chief Minister's Employment Generation Program) in Maharashtra, MMUKY (Mukhyamantri Udyam Kranti Yojana) in Madhya Pradesh, ASY (Aajeevika Samvardhan Yojana) in Chhattisgarh, CMMFI (Chief Minister's Micro Finance Initiative) in the Northeast, and WBBCCS (West Bengal Bhabishyat Credit Card Scheme) in West Bengal. These schemes directly address regional economic challenges, enabling targeted financial interventions that uplift local communities and strengthen regional economies.

Championing Financial Literacy

By promoting digital banking literacy, we ensure that communities can confidently embrace and utilise financial services. We pay special emphasis on empowering women through tailored loans, microfinance solutions, and savings products, fostering self-reliance at the grassroots level.

80%

Contribution to Organic SMF PSL

