

Helpline '1962 - Pashudhan Sanjeevani' helps reduce farmers woes in Madhya Pradesh by making quality & timely veterinary care available for cows and other livestock

Bhopal, November 20, 2020: 1962 - Pashudhan Sanjeevani the veterinary care helpline, a joint initiative of Animal Husbandry Dept (AHD) of Govt. of Madhya Pradesh and Bharat Financial Inclusion Ltd (BFIL) launched by Hon'ble Chief Minister Shri Shivraj Singh Chauhan in the year 2018 has till date provided treatment to more than 4 lakh cows in the state of which 2 lakh cows were suffering from critical health conditions.

Commenting on the State Government move to set up a dedicated body to promote conservation and welfare of cows, Mr. Srinivas Reddy Vudumula, Chief People Officer & Head CSR, Bharat Financial Inclusion Limited said, "1962 Pashudhan Sanjeevani helpline service gave us good insights on the importance of cattle and its health to the agricultural economy. Cows specially are critical as they provide most necessities to people in rural areas – farming, manure, food, transport, fuel and medicines. We experienced the delight of farmers when their cattle were nursed back to good health through timely care. Conservation and welfare of cows will only help enhance economic wellbeing of rural folk."

During the Lockdown phases, the 1962 Pashudhan Sanjeevani helpline service helped over **66000** farmers by treating **68,306** livestock even in red zones. The timely and quality services of Sanjeevani helped treat **48,323** livestock of critical condition, saving lives, during the Covid-19 outbreak and lockdown. Since the start of project-till date, 1962 Pashudhan Sanjeevani has treated more than **8.50 lacs** livestock covering over **6.4 lacs farmers & saved lives of over 5 lacs livestock**.

1962 Pashudhan Sanjeevani serves farmers with quality veterinary services, AI and Vaccination at the doorstep of the farmer, just a single phone call away. The joint initiative ensures that livestock is provided quality treatment in a time-bound manner, and the farmer is saved of additional expenses like traveling to the point of care and availing quality medicines.

IndusInd Bank's subsidiary Bharat Financial Inclusion Ltd has been running a veterinary care helpline 1962 - Pashudhan Sanjeevani, in collaboration with the Madhya Pradesh Government since 2018. The

Company has developed a Mobile App and other IT implementation tools for the initiative. It also supports funding to run a 50-seater call-centre at Bhopal to manage the whole initiative.

About IndusInd Bank Limited

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on March 31, 2020, IndusInd Bank has 1911 branches/ banking outlets and 2760 ATMs spread across 751 geographical locations of the country. The Bank also has representative offices in London, Dubai and

Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges – BSE and NSE - and major commodity exchanges in the country,

including MCX, NCDEX and NMCE. IndusInd Bank was included in the NIFTY 50 benchmark index on April 1, 2013.

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About Bharat Financial Inclusion Limited

Bharat Financial Inclusion Limited is a 100% subsidiary of IndusInd Bank Limited with presence across 20 states covering 1,20,000 villages. The states include Karnataka, Maharashtra, Odisha, Madhya Pradesh, Bihar, Uttar Pradesh, Rajasthan, Uttaranchal, Haryana, West Bengal, Jharkhand, Chhattisgarh, Kerala, Punjab, Himachal Pradesh, Delhi, Assam, Tripura, Gujarat and Tamil Nadu.

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