



MERCHANTS' CHAMBER OF UTTAR PRADESH

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Mahendra Mohan Gupta
President

Indra Mohan Rohatgi
Vice President

Anita Jha
Secretary General

CH/16/415/2012-13

Dated; February 22, 2013

Dear All

We are happy to inform you that Merchants' Chamber of Uttar Pradesh is organising a awareness program of special business model to serve the MSMEs of the country by the IDBI Bank on **March 8, 2013 (Friday)** at the Conference Room of the Chamber from **05.30 to 06.30PM**.

This program has been designed to cater to the needs of the existing and upcoming Micro, Small and Medium Enterprises regarding their financial requirements. IDBI Bank Ltd. (formerly known as "Industrial Development Bank of India Ltd.") has an illustrious past in developing the industrial landscape of India. IDBI Bank has reinvented itself as a universal bank with the full range of banking products and services for both corporate and retail borrowers including Agro and MSME segments.

As part of the Bank's MSME business strategy, IDBI Bank has developed a special business model to serve the MSMEs of the country. The Bank has set up dedicated branches for catering to MSME Business at 33 locations across the country among which Kanpur is one. The branch at Kanpur for MSME financing serves as MSE Care Centre and provides complete business solutions to MSE customers through Bank's wide range of products and services.

We would like you to use this opportunity to know about your business' financial solution and look forward to your active participation.

In case of any query do write or call us back, we would be happy to respond

Anita Jha
Secretary General
Merchants' Chamber of Uttar Pradesh