

HFC Bank Opens New Branch at Damodar Arts Village, Pacific Harbour

HFC Bank has officially opened its newest branch at Damodar Arts Village, Pacific Harbour bringing a full range of banking services to one of Fiji's fastest-growing communities.

The opening reflects HFC Bank's deliberate strategy to expand its footprint and deepen its presence in the communities it serves. At a time when many traditional banks are reducing their physical presence and closing branches in rural and semi-urban locations, HFC Bank is choosing to invest in these communities and bring banking closer to where Fijians live, work, and do business.

Pacific Harbour, widely known as the Adventure Capital of Fiji, has seen sustained growth driven by tourism, residential development, and a rising number of small and medium enterprises. The area has until now been served by a single bank, leaving residents, businesses, and visitors with limited access to banking services. The new HFC Bank branch closes that gap and gives the community Fiji's very own banking partner on its doorstep. The branch offers a full suite of services, including account opening, deposit and loan facilities, foreign exchange, and internet and mobile banking support, delivered by a dedicated team.

"This branch is about more than adding to our network. It is about being present for the communities we serve. While others are stepping back from regional and growing centres, HFC Bank is stepping forward. As the country's only Fijian bank, we believe accessible banking is something every Fijian deserves, in every community, and the Pacific Harbour branch is a clear demonstration of that commitment," said Rakesh Ram, Chief Executive Officer of HFC Bank.

The Damodar Arts Village at Pacific Harbour is a joint venture development between Damodar Group and YatuLau Limited. The Damodar Group has been a long-standing HFC Bank customer



"We are proud to welcome HFC Bank to the Damodar Arts Village. We value HFC Bank's commitment to serving local communities, and we are pleased to support its expansion into Pacific Harbour. We congratulate the team and look forward to a strong and lasting partnership," said Damodar Group Ceo, Div Damodar.

The opening of the Pacific Harbour branch is part of HFC Bank's continued growth across Fiji and reinforces the Bank's commitment to financial inclusion and to creating value for the communities it serves.