

# With Four Clicks at HDFC Bank ATM, Clients to Get a Loan

By month end, you  
can get personal  
loans sent directly  
to the saving a/c

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**Mumbai:** Private sector HDFC Bank is set to launch instant disbursement of personal loans from the bank's 11,000 automated teller machines (ATMs) as it seeks to build on the rapid growth momentum in its unsecured retail loans business.

Beginning this month end, HDFC Bank customers can get personal loans disbursed directly to their savings bank accounts anytime of the day or night through four clicks at its ATM.

Arvind Kapil, SVP and business head, unsecured loans, at the bank said that the bank will launch these "fast loans" through 11,000 of their 11,766 ATMs in the next two weeks.

"We believe that a cash dispensing machine will now become a loan dispenser," said Kapil. "We have access to ATM transactions of our customers and have visibility on their cash flows. We will use advanced analytics, technology and a seamless process to sanction loans which will help us bring operating efficiencies." The loan will be for whatever amount the customer is eligible for at the personal loan rate.

The bank said nearly 60% of its loan customers are those with account at the bank, compared with 40% three years ago as it has been able to capture more customers



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internally because of big data usage within the bank. Retail lending makes up for 53% of the bank's loan book.

Kapil, who manages personal loans, gold loans, loans against property and loans against shares, said the growth in these segments is 30-35% so far this fiscal and is likely to grow further as the festive season picks up with Dasehra later this month.

"India is an under-penetrated market in consumer finance with only 10% debt to GDP compared to 80%, for example, in Germany. So, there is a huge room to lend. Also, private banks like us have a fairly large franchise now. Adding to that is the quality data that has been built up in credit bureaus in the last six years which has helped in keeping delinquencies in check."

Earlier this year the bank launched a 10-second personal loan sanction on the Internet which has grown to make up 15% of the bank's unsecured business right now.