

## **HDFC Bank launches New Rural Campaign, Holds 1st Mega Loan Mahotsav at Pimpalgaon**

**- 150 *Gramin* loan *Mahotsavs* planned across India -**

**Nasik, July 29, 2010:** HDFC Bank, one of the premier banks in the country, held a Mega Loan *Mela* at Pimpalgaon, near Nashik in Maharashtra. Called the ***"Gramin Karz Mahotsav"***, this 2-day *Mela* is the largest that the Bank has ever organized in its history. All kinds of loans from home loans to auto loans to 2 wheeler loans to commercial vehicle loans to tractor loans to agricultural loans besides personal loan, Gold loan and Kisan Gold Card among others were given to rural customers. Some 60 vehicles and slew of products were on display at the *Mela*.

Vehicle keys, cheques and cards were handed over to customers by HDFC Bank Managing Director, Mr. Aditya Puri and Mr. Pralay Mondal, Country Head, Retail Assets & Credit Card, HDFC Bank. Amongst the dignitaries present on the dais were Mr. Dulaji Sitaram Patil, Ex. MLA, Niphad Taluka, Mr. Ashok Gaikwad, President of Maharashtra Grape Growers Association, Mr. Bhaskarao Bankar, Sarpanch of Pimpalgaon, Mr. Ashokseth Shah, Chairman of Onion Traders Association Pimpalgaon and Mr. Dilip Banker, Ex-MLA of Niphad. Mr. Puri was the Chief Guest and Mr. Dulaji Sitaram Patil was the Guest of Honour.

The bank plans to hold 150 such ***Gramin Loan Mahotsavs*** across the country. The states include Gujarat, Maharashtra, Rajasthan, Andhra Pradesh, Karnataka, Tamil Nadu, Orissa, West Bengal and Punjab.

"We are committed to partnering our customers in their journey of progress," said **Mr. Pralay Mondal, Country Head, Retail Assets and Credit Cards, HDFC Bank**. "Welcome changes are sweeping across India, especially rural India. We are a major financial intermediary in the country today, and it is our earnest endeavour to make a difference to the lives of people residing there by reaching out to them like this."

**Mr. Ashok Khanna, Sr. Executive Vice President & Business Head, Auto Loans, HDFC Bank** said, "Rural India has witnessed remarkable transformation over the past two decades that I've been travelling to these markets. Thanks to a host of factors that have put unprecedented wealth into the hands of farmers, better realization for their produce being the primary one, it has helped convert rural India into a huge consumer market. The new affluence has also helped farmers enhance their aspirations along with their wealth, steadily impacting social changes too."

He further added, "The next decade is critical. It will bring in significant new challenges as newer ventures and markets open up better business prospects for the bank, fuelled by new market demands. We want to ensure that we are an active part of this growth and would not want to miss the bus for anything in the world."

**About HDFC BANK**

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 19 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 15 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of June 30, 2010, the Bank had a distribution network with 1,725 branches and 4,393 ATMs in 780 cities.

For the quarter ended June 30, 2010, the Bank's total income was INR 53.60 billion (Rs.5,360.0 crore) as against INR 51.36 billion (Rs.5,136.8 crore) for the quarter ended June 30, 2009. Net revenues (net interest income plus other income) were INR 33.41 billion (Rs.3,341.0 crore) for the quarter ended June 30, 2010, an increase of 15.2% over INR 28.99 billion (Rs.2,899.2 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2010 was INR 8.11 billion (Rs.811.7 crore), up by 33.9% over the corresponding quarter ended June 30, 2009.

The Bank's total balance sheet size increased by 25.3% from INR 1861.15 billion (Rs. 186,115.0 crore) as of June 30, 2009 to INR 2332.53 billion (Rs.233,253.0 crore) as of June 30, 2010. Total deposits were INR 1830.33 billion (Rs.183,033.0 crore), up by 25.6% over June 30, 2009.

Total income for the year ended March 31, 2010 were INR 199.80 billion (Rs.19980.5 crore).

Leading Indian and international publications have recognized the bank for its performance and quality.

For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

[Click here](#) to view Mr. Aditya Puri, Managing Director, HDFC Bank handing over the Vehicle Key at the launch of the Bank's new rural campaign at Pimpalgaon where the first Mega Loan Mahotsav was inaugurated today

**For media queries please contact:**

Neeraj Jha

Head, Corporate Communications

HDFC Bank Ltd., Mumbai.

Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)

Fax: 91 - 22 - 2490 3168

Mobile: 093236 20828

[neeraj.jha@hdfcbank.com](mailto:neeraj.jha@hdfcbank.com)