



## NEWS RELEASE

HDFC Bank Ltd,  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai – 400 013

### **HDFC Bank holds Mega Loan *Mahotsava* at Borsad** - 150 Gramin Loan *Mahotsavas* planned across India under Bank's Rural Campaign –

**Borsad (Gujarat), December 3rd 2010:** HDFC Bank, one of the premier banks in the country, held a Mega Loan Mahotsava at Borsad in Gujarat.

Borsad is located around 17 km from Anand district in Gujarat. It largely produces tobacco, banana, cotton, barley and other agricultural crops.

At the Gramin Loan Mahotsava in Borsad, which is amongst the largest of such events ever held in the district, a variety of loans such as tractor loans, agricultural loans, auto loans and 2 wheeler loans, commercial vehicle loans, and Kisan Gold Cards were given to rural customers. Three day loan Mahotsavas were also held in the nearby villages of Dandhani Chowkdi, Karamsad and Asodhar Chowkdi.

HDFC Bank kick-started the Mega Loan *Mahotsava* under the bank's Rural Campaign in July 2010 at Pimpalgaon near Nasik in Maharashtra. The Bank is holding a total of 150 *Gramin Loan Mahotsavas*, small and big, across the country. The states include Gujarat, Maharashtra, Rajasthan, Andhra Pradesh, Karnataka, Tamil Nadu, Orissa, West Bengal and Punjab.

Vehicle keys and cheques were handed over to customers by Mr. Ashok Khanna, Sr. Executive Vice President & Business Head, Auto Loans, HDFC Bank, Mr. Rajan Pental, Executive Vice President & Business Manager, Auto Loans, HDFC Bank and Mr. Thomson Jose, Zonal Head, Gujarat, HDFC Bank. Amongst the dignitaries present on the dais were Mr. Anuj Chauhan, Taluka Development Officer, Borsad, Mr. Sanjeev Rohila, AGM, NABARD, Mr. Vitthalbhai Patel, Trustee, Chovis Gam Kelvani Mandal, Borsad and Mr. R.G. Bhalara, Addl. Collector, Borsad.

Mr. Pralay Mondal, Country Head, Retail Assets, HDFC Bank from Mumbai said, "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. Borsad is flourishing as an agricultural trade market owing to its rich and fertile vegetation. We are committed to partnering our customers in their journey of progress."



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Mr. Ashok Khanna 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, better realization for their produce being the primary one, it has helped convert rural India into a huge consumer market. Hence the scope for banks to do business will see new markets opening up and new demand being generated."

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

[click here](#) to view: Mr. Ashok Khanna, Sr. Executive Vice President & Business Head, Auto Loans, HDFC Bank [left] handing over the vehicle key to a customer at the Mega Loan Mahotsava in Borsad.

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