



## NEWS RELEASE

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

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

Haldia (West Bengal), December 21, 2010: HDFC Bank, one of the premier banks in the country, held a Mega Loan Mahotsava at East Medinapur in Haldia (West Bengal).

East Medinapur is one of the fastest developing districts in West Bengal in terms of industrial growth. Many leading industries like HPCL refinery, Gokul Refoils, Adani Wilmar Ltd, Emami Bio-Diesel, Ruchi Soya industries Ltd., Exide, Hindustan Uniliver, Indian Oil, Mitsubishi and others are housed in East Medinapur. This district is also known for its produce of Paddy and Jute crops.

HDFC Bank organized a first-of-its-kind one-day Mega Loan Mahotsava in East Medinapur with focus on loans for construction, earth-moving equipment and agriculture. The bank partnered with blue-chip equipment makers such as JCB, L&T Komatsu, Terex, Telcon, Caterpillar, Escorts Construction, L&T Case Equipment, Standard Cranes and Hyundai Construction. On display at the Mahotsava were different models of Backhoe Loaders, Excavators, Cranes and Tippers.

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.

Mr. Anil Bhavnani, Head, Infrastructure Finance Group from HDFC Bank handed over keys to customers at the Loan Mahotsava. Amongst dignitaries present on the dais were Shri Basab Raj Chowdhury, GM, Haldia Port Trust, Shri Prashant Kumar Patro, Director, Progressive Endeavours, Shri PK Jaiswal, Director, Ripley & Co. Ltd. and Ms. Minoo Biswas, Circle Head, Branch Banking, HDFC Bank.

Ms. Ashima Bhat, Country Head, Emerging Corporates Group & Infrastructure Finance Group, HDFC Bank, said from Mumbai, "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 in rural India by reaching out to them. We are committed to partnering our customers in their journey of progress."

Speaking on the occasion, Mr. Anil Bhavnani said, "Through such Loan Mahotsavas, we are able to directly reach out to farmers and offer them banking solutions as per their needs.



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

[Click here](#) to view: Mr Anil Bhavnani, Sr Vice President and Head, Infrastructure Finance Group, HDFC Bank,(Right) handing over the key to a customer at the Medinapur loan Mahotsava in Haldia.

**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)