



## NEWS RELEASE

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

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

**Jajpur (Orissa), December 13<sup>th</sup> 2010:** HDFC Bank, one of the premier banks in the country, held a Mega Loan *Mahotsava* at Jajpur in Orissa.

Jajpur is located around 120 km from the capital city Bhubaneshwar in Orissa. It largely produces paddy, groundnut, pulses and other agricultural crops.

At the Gramin Loan *Mahotsava* in Jajpur Road, which is amongst the largest of such events ever held in the district, a variety of loans such as auto loans, 2 wheeler loans and commercial vehicle loans were given to rural customers. Three day loan *Mahotsavas* were also held in the nearby villages of Duburi, Jajpur Town, Jajpur Road and Chandikhola.

HDFC Bank kick-started the Mega Loan *Mahotsava* under the bank's New 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. Rajan Pental, Executive Vice President & Business Manager, Auto Loans, HDFC Bank and Mr. Gulzar Singh, Regional Business Head, East, HDFC Bank. Amongst the dignitaries present on the dais were Mr. Pramod Mohanty, Collector, Jajpur, Mr. Dharendra S. Kutey, SP, Jajpur, and Mr. Purshotam Lal Kandoi, President, Kalinganagar Industrial Association, Jajpur.

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. Jajpur 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."

Mr. Rajan Pental said, "It is my firm belief and conviction that greater thrust and focus on rural development would pump the Indian economy. The development of these areas and improvement in the quality of life of its people has changed the way we look at rural India. Under the bank's rural campaign, more such loan *mahotsavas* are planned across the country."



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

[Click here](#) to view: Mr. Rajan Pental, Executive Vice President & Business Manager, Auto Loans, HDFC Bank [right] handing over the vehicle key to a customer at the Mega Loan Mahotsavain Jaipur.

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