



NEWS RELEASE

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

HDFC Bank holds Mega Loan *Mahotsava* at Hoshiarpur

- 150 Gramin Loan Mahotsavas planned across India under Bank's New Rural Campaign –

Hoshiarpur (Punjab), October 28th, 2010: HDFC Bank, one of the premier banks in the country, held a Mega Loan *Mahotsava* in Hoshiarpur District in Punjab. Hoshiarpur district is located in the north-east part of Punjab. It is also known as "City of Mangoes" and is famous for citrus fruit cultivation.

At the Gramin Loan *Mahotsava* in Hoshiarpur, which is amongst the largest of such events ever held in Punjab, 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. Such 3-day loan *Mahotsavas* were also held in the nearby villages of Tanda, Dasuiya, Mahilpur and Mukerian.

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.

At the Loan *Mahotsava* in Hoshiarpur, vehicle keys and cheques were handed over to customers by Mr. Rajan Pental, Executive Vice President & Business Manager, Auto Loans, HDFC Bank and Mr. Govind Pandey, Regional Head, North, HDFC Bank. The guest of honour was Mr. Amrit Sagar Mittal, Vice Chairman, Sonalika Group.

Mr. Pralay Mondal, Country Head, Retail Assets, HDFC Bank 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. Hoshiarpur has a prominent position on the agricultural map of the country. The district has several small and medium scale industries which have provided employment opportunities to the local mass. We are committed to partnering our customers in their journey of progress."



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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, 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

[click here](#) to view: Mr. Rajan Pental, Executive Vice President & Business Manager, Auto Loans, HDFC Bank, (extreme right) and chief guest Mr. Amrit Sagar Mittal, Vice Chairman, Sonalika Group (Centre) handing over the vehicle key to a customer at the Mega Loan *Mahotsava* in Hoshiarpur.

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