



NEWS RELEASE

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

HDFC Bank holds Mega Loan *Mahotsava* at Tiruvannamalai

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

Tiruvannamalai (Tamil Nadu), October 19th, 2010: HDFC Bank, one of the premier banks in the country, held a Mega Loan *Mahotsava* in Tiruvannamalai District in Tamil Nadu.

Tiruvannamalai, located 200 kms from Chennai, is an important pilgrimage centre. It's an important centre for sugarcane and paddy business and a trading hub for all the nearby villages.

At the Gramin Loan *Mahotsava* in Tiruvannamalai, which is amongst the largest of such events ever held in Tamil Nadu, 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. The 3-day loan *Mahotsavas* were also held at the nearby villages of Polur, Arani, Vandavasi and Tindivanam.

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 Tiruvannamalai, vehicle keys, cheques and cards were handed over to customers by Mr. Ashok Khanna, Sr. Executive Vice President & Business Head, Auto Loans, HDFC Bank. Amongst the dignitaries present on the dais were Mr. Sreedharan R., Municipal Chairman of Thiruvannamalai, Mr. M.E. Jamaludeen, Managing Partner, JBA Groups and Mr. S.K Muthukrishnan, MD, Arunachala Hotels Pvt. Ltd.

On the occasion, **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. Tiruvannamalai is an important centre for sugarcane and paddy business. We are committed to partnering our customers in their journey of progress and overwhelmed with the response from this region."



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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. Ashok Khanna, Sr. Executive Vice President & Business Head, Auto Loans, HDFC Bank, [2nd from left] handing over the vehicle key at the 3-day Mega Loan *Mahotsavaat* Tiruvannamalai, Tamil Nadu, under the Bank's Rural Campaign kick-started in July 2010.

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