

HDFC Bank holds *Grameen Mega Loan Mahotsava* at Vizianagaram

- ***Part of Board-approved mandate to help 10 million families become self-sufficient.***

Vizianagaram (Andhra Pradesh), March 18, 2016: HDFC Bank today held a Grameen Mega Loan Mahotsava at Vizianagaram in Andhra Pradesh, giving customers access to a variety of loans such as tractor loans, auto loans, two-wheeler loans, agri loans, commercial vehicle loans and CASA.

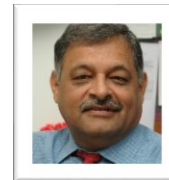
HDFC Bank launched the Grameen Mega Loan Mahotsava, as a part of its Board-approved mandate to help 10 million families (50 million individuals) become self-sufficient. Typically at a Mahotsava, the Bank disburses a wide range of loans such as financing for tractors, auto, two-wheelers, commercial vehicles and agriculture. Till date, through this unique initiative, HDFC Bank has reached out to an estimated population of 65 lakh in 7000 villages with viable finance products that help them meet credit requirements and move into mainstream banking.

Vizianagaram is a small town in Andhra Pradesh and is about 47 kms from Vizag city. Located on the National Highway 7, it is known for its agricultural activities and small industries engaged in the manufacturing of jute twine, ferro alloys, sugar, cement, pharma, sponge and iron. There are 34 tehsils within the radius of 60 kms in Vizianagaram, with a total population of over 2 lakh.

At the Grameen Mega Loan Mahotsava at Vizianagaram customers availed of a variety of loans such as tractor loans, auto loans, two-wheeler loans and commercial vehicle loans worth approximately Rs. 6.8 crore. Vehicle keys were handed over to customers by the guests of honor Mr. S. Dilli Rao - Project Director, DRDA – Vizianagaram, Mr. M. V. Chalam, President - Chamber of Commerce, Vizianagaram, Mr Madhusudan Hegde, Branch Banking Head –



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"Thanks to a remarkable transformation in rural India, it has emerged as a big opportunity for HDFC Bank. Using Grameen Loan

Mahotsava as a platform, we are offering a variety of products to our customers across the length and breadth of Andhra Pradesh."

Mr. Ashok Khanna, Group Head – Vehicle Loans, HDFC Bank



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South, HDFC Bank and Mr. Ashok Khanna, Group Head - Vehicle Loans, HDFC Bank. Other loan *melas* were also recently held in the nearby locations of Salur, Rajam, Srikakulam & Vizianagaram. The Bank had also organized a health camp for all the visitors.

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