

## **HDFC Bank signs agreement with Lucknow Development Authority**

- ***Launches payment gateway for the residents of Uttar Pradesh***
- ***Residents can now pay online using HDFC Bank's payment gateway for transactions on LDA website***

**Lucknow (Uttar Pradesh), April 28, 2016:** HDFC Bank has signed an agreement with Lucknow Development Authority (LDA) to enable payment gateway for the residents of Uttar Pradesh. The agreement will enable residents of the state to perform five transactions including applying for new housing schemes, purchase of forms, and payment of registration and map approval fee, in a quick and convenient manner, by any debit card, credit card, or netbanking facility.

Lucknow Development Authority develops housing schemes in the city for the residents of Uttar Pradesh. At present, residents have to visit the office of LDA to apply for new residential and commercial real-estate property schemes, purchase of forms, property registration, payment of map approval fee through cash or cheque, which can be a time-consuming process.

This first-of-its kind initiative in Lucknow will reduce the time spent commuting and queuing up to make payment. It will also allow people who have moved out of the city to make their payment in a timely manner from the comfort of their homes or offices.

In a function organized at Lucknow Development Authority, Mr. Satendra Singh, Vice Chairman, Lucknow Development Authority and Ms. Seema Singh, Additional Secretary, Lucknow Development Authority, launched the payment gateway in the presence of Mr.



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*"At HDFC Bank, we feel privileged to be chosen as a partner to enable*

*payment gateway with Lucknow Development Authority. We continue to make it easier for people to bank anywhere, anytime with our suite of digital banking offerings as they lead a fast paced, busy life and need convenience of accessing services on the go."*

**Mr. Sanjeev Kumar, Regional Head-  
Uttar Pradesh, HDFC Bank**



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## NEWS RELEASE

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Sanjeev Kumar, Regional Head - Uttar Pradesh, HDFC Bank, and other senior officials of the bank.

The initiative is part of India's premier full-service digital bank's strategic focus on customer convenience, access and delight, using technology as an enabler. In line with this, post the launch of 'Go Digital' campaign in 2014, with the 'Bank aapki mutthi mein' offering, HDFC Bank has launched a host of new digital banking products.

These include [30 minute paperless auto loan](#) using Biometric technology, [10 seconds personal loan](#) on netbanking, [PayZapp](#), [Chillr](#), and recently introduced [instant loans at ATM](#). This is in addition to HDFC Bank's powerful [Netbanking](#) portal and official mobile app, which allows customers to perform over 205 and 85 different types of transactions, respectively.

In addition to digital initiatives, HDFC Bank is also reaching out to people through its nationwide distribution network. HDFC Bank has 426 branches and 933 ATMs in the state of Uttar Pradesh. As of March 31, 2016, the Bank had a national distribution network 4,520 branches and 12,000 ATMs across 2,587 cities and towns.

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