

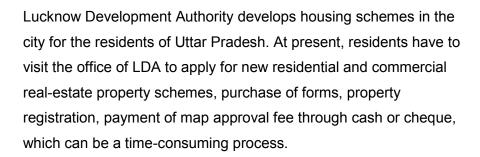
# **NEWS RELEASE**

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

# 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.



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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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 to 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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