

HDFC Bank conducts Grameen Loan Mela in Theni, Tamil Nadu

- ***Loan Mela to offer vehicle loan products to visitors***

Theni, Tamil Nadu, December 09, 2019: HDFC Bank Ltd, successfully conducted Grameen Loan Mahotsava at Theni in Tamil Nadu. Launched nationally on 22nd September, this edition of the Mahotsava is a part of the various Loan Melas held across the country. One such event has already been held at Tiruchengode in the state.

Located near the temple town of Madurai, Theni is the capital of the district by the same name. An agriculture driven economy, sugarcane, cotton, rice (paddy), millets, pulses, and groundnut are among the principal crops grown here.

A number of leading local personalities attended the event including Mr N. R. Manivannan, MD, Menaka Mills P Ltd; Dr NRTR Thiyagarajan, Chairman, NRT College of Nursing; and Mr Ramesh Chandran, President, T. N. Bio Fertilizer Traders Association. Mr Madhusudan Hegde, Branch Banking Head, South, HDFC Bank Ltd was also present.

The Loan Mela is designed as a one-stop shop for the local populace. They can avail of tractor loans, auto loans, two-wheeler loans, commercial vehicle loans, or open Current or Savings Accounts. Many of these come with customised repayment options and special offers in collaboration with manufacturers/dealers. Loans for agriculture too can be availed here.

“The launch of the Mega Loan Mela is a continuation of the Bank’s effort to offer unparalleled convenience to its customers across products and services. The aim is to take banking products to people’s doorsteps. Loan Melas allow us to take HDFC Bank’s entire range of products and services to rural India. We believe initiatives such as these will help fulfil the changing aspirations of customers in rural India, bring prosperity to their homes and boost the rural economy,” said Mr Ashok Khanna, Group Head – Vehicle Loans, HDFC Bank.

More than 4,500 customer visited the Mela locations and enquired about various loan products and banking facilities. Over 700 belonging to 30 villages and 5 towns namely Theni, Periyakulam, Uthamapalayam, Usilampatti and Andipatti) availed of these.



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Product	Special Offering for Loan Mahotsava Month
Auto Loan	Offers Under HDFC Bank Grameen Loan Mahotsava New Car Loan – Special Rates, Nil Foreclosure charges, top up after 9 months, Bundling with insurance. Special Models (Porsche/ MG Hector) – Special Rates. Custom – Fit Loan – Low EMI, Step up in every 12 month, Nil foreclosure charges, Bundling with insurance. Dd19 – Low EMI, 50% waiver in PF, Bundling with insurance.
Two Wheeler loans	Offers Under HDFC Bank ', Nil PF & Discounted rates.
CD Loan	Offers Under HDFC Bank 'Festive treat'. On EASY EMI Get 10% Cash back on Debit Cards 10X Reward Points on Credit Cards
CV/CE	PF -50% for CV /CE cases : 100% Waiver if customer is existing / having CASA relation
Tractor	For internal customer – Higher LTV, Discounted Rates, least documentation & flexible repayment.

About HDFC BANK

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