

HDFC Bank to hold Grameen Loan Mela at Gudivada, Andhra Pradesh

- Loan Mela to offer vehicle loan products to local populace***

Vijayawada (Andhra Pradesh), December 17, 2019: HDFC Bank Ltd, today announced that it will conduct a Grameen Loan Mela at Gudivada in Andhra Pradesh on Thursday, 19th December.

Launched nationally on 22nd September, this edition is a part of the various Loan Melas held across the country. One such event has already been held at Elluru in the state.

The Loan Mela is designed as a one-stop shop for the general public. They can avail 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.

Here are a few features that are on offer:

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 I 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



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CIN: L65920MH1994PLC080618

"The launch of Grameen Loan Mela is a continuation of the Bank's effort to offer convenience to by taking banking products to people's doorsteps. Grameen 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.

About HDFC BANK

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