

## **HDFC Bank conducts Grameen Loan Mela in Tiruchengode**

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

**Tiruchengode (Tamil Nadu), October 22, 2019:** HDFC Bank Ltd, successfully conducted Grameen Loan Mahotsava at Trenchengode in Namakkal district of Tamil Nadu. Launched nationally on 22<sup>nd</sup> September, this edition of the Mahotsava is a culmination of the various Loan Melas held in Rasipuram, Bhavani, Pallipalayam, Sangagiri and various branch locations of Namakkal and Salem District.

The largest city in the Namakkal district, Tiruchengode is famous for the ancient Arthanāreeshwara temple, dedicated to the one of the 64 manifestations of Lord Shiva. Equally, it is also known for the thriving Borewell Rig industry.

Over 4,000 people visited the Loan Melas to **inquire about various loan products and banking facilities with more** than 500 customers from 30 villages and towns including Rasipuram, Bhavani, Pallipalayam and Sangagiri availed loans and facilities from the bank. **(Reason why vehicle loans are offered)**

The event organized in the city was inaugurated by Mr. T Paranthaman, MD, PRD RIGS; and Mr. K. Asaithambi, MD, AST Group Of Companies, in the presence of HDFC Bank officials Mr. Ashok Khanna, Group Head, Vehicles Loans; and Mr. Madhusudan Hegde, Branch Banking Head.

*“The launch of Grameen 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 the doorstep of every Indian. Grameen Loan Melas allow us to do that taking HDFC Bank’s entire range of products and services across the length and breadth of the country, particularly 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.*

The Grameen Loan Mela is designed as a one-stop shop for people. Residents can avail of tractor loans, auto loans, two-wheeler loans, agricultural loans, commercial vehicle loans, or open Current or Savings Accounts. The Mela also offered door-step delivery of all the Bank’s products,

record turnaround time with customized repayment options, and special offers in collaboration with manufacturers and dealers to customers of this semi-urban and rural geography to visitors.

Below are salient features on the offers:

Product	Special Offering for Loan Mahotsav Month
Auto Loan	Offers under HDFC Bank 'Festive treat' 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, 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 ' <b>Festive treat</b> '. Nil PF & Discounted rates.
CD Loan	Offers Under HDFC Bank ' <b>Festive treat</b> '. 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