

HDFC Bank takes 'Festive Treats' to rural India via 1.2 lakh VLEs

- ***To reach remote areas through CSC SPV's village level entrepreneurs (VLE)***
- ***100+ offers from over 1000+ brands, special offers for rural India***

Lucknow (Uttar Pradesh), October 9, 2019: HDFC Bank today took its festive offers to the most remote parts of the country. It launched the rural phase of '[Festive Treats](#)', India's largest financial services *dhamaka* that has an offer for every Indian. From a small businessman looking to avail of a loan, to a family looking to purchase a new television, the 3-month long Festive Treats campaign will make it happen.

Through the network of 1.2 lakh village level entrepreneurs (VLEs) enrolled with the Government of India's Common Service Centres (CSC), people in rural areas can avail of offers specifically created for them. They will get special offers on all banking products from loans to savings accounts, as well as major discounts on over 1000+ brands.

For the very first time, anyone can walk to their nearest Common Service Centre or neighbourhood VLE to avail of special festive offers available across the spectrum of financial solutions. Both retail as well as business customers can avail of:

- 1) discounts on processing fees for loans,
- 2) reduced EMIs,
- 3) gift vouchers and more.

In another industry-first, the bank has tied up with over 1000+ retail brands to offer discounts, cashbacks and extra reward points on both in-store and on-line purchases. Leading retail and consumer brands like Reliance Digital, Samsung, Vijay Sales, Big Basket are a few names that will offer up to 10% off on various products and services. There will also be hyperlocal offers through the local *dukaandaar*, or shopkeeper.

For the complete range of offers on the Festive Treat campaign, visit:

<https://www.hdfcbank.com/htdocs/common/festive-treats/index.html>

This is the 2nd phase of HDFC Bank's Festive Treats campaign. [It was first launched in Mumbai with a high decibel national announcement on September 30](#). The rural phase of the campaign was launched today at an event in Lucknow by Mr. Dinesh Tyagi, CEO, CSC SPV along with



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Mr. Arvind Vohra, Country Head – Branch Banking, HDFC Bank, and Ms. Smita Bhagat, Country Head, Government and Institutional Business, HDFC Bank.

Here are a few illustrative benefits from the many Festive Treats offers for rural India:

- Two wheeler loans will be offered at Rs 77 / day with no down payment, resulting in savings of up to Rs 2,800/-.
- HDFC Bank and CSC SPV's co-branded Small Business MoneyBack Credit Card for small traders will be offered with a 1 year bank statement & KYC documents only.
- Special car loan EMI offered at Rs 1,234/ lakh onwards with a flat processing fee of Rs. 999.
- 50% off on processing fees with no collateral for business growth loans.
- Customers using HDFC Bank Credit Cards and Debit Cards during the Festive Treats campaign are also entered into a lucky draw and have a chance to win an iPhone 11 every hour. One lucky winner will also get a Mercedes car as a bumper prize.

"We are delighted to take Festive Treats to the millions of HDFC Bank customers residing in semi-urban and rural India," said Mr. Arvind Vohra, Country Head – Branch Banking, HDFC Bank. "We have the best deals all in one place. Through Festive Treats, we want all our customers to celebrate this season with the same festivity and fervour as they do every year. There are exciting offers for one and all, and I urge everyone to go and make most of it."

Speaking at the launch of Festive Treats in Lucknow, Ms. Smita Bhagat, Country Head, Government and Institutional Business, E-Commerce and Start-ups, HDFC Bank said,
"Our partnership with CSC gives us the ability and the reach to spread the festive cheer to the most remote parts of the country. The 1.2 lakh VLEs will act just like branches of HDFC Bank. Customers just need to visit the most convenient one and take their pick. There's an exciting deal for everyone."

"CSC is a Digital India program initiative of the Government of India for rural entrepreneurship and empowerment of the citizen. We are delighted to have partnered with HDFC Bank to enable delivery of banking products and services to citizen through CSCs across the country. Citizen can avail benefits under HDFC Bank's Festive Treat offers through the nearest CSC. This would enhance CSC VLE credibility besides enhancing his/her income substantially. This unique



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partnership will result in a financially inclusive society,” said Mr. Dinesh Kumar Tyagi, CEO, CSC SPV.

Apart from the VLE network, the Bank’s 5,000+ branches will also be transformed into financial supermarkets, where customers can walk in and speak to staff on queries and avail of the offers. In addition to branches, customers can also avail of the offers from digital platforms such as the website, PayZapp and SmartBuy.

In July 2018, HDFC Bank and CSC SPV signed an MoU to enable VLEs enrolled with CSCs to offer banking products and services in remote locations. The arrangement envisaged making banking services available to lakhs of people in rural India who did not have access to formal banking.