

HDFC Bank Launches Gujarat Shopathon 2.0

- *Over 3,000 offers are available at multiple merchant outlets*
- *Customers can avail up to 50% discount across a range of categories*

Ahmedabad, July 6, 2023: HDFC Bank, India's leading private sector bank, today announced the launch of Gujarat Shopathon 2.0, a shopping festival that offers discounts on a range of products and services. As part of Shopathon, the Bank has partnered with over 3,000 merchants across the state of Gujarat. The shopping festival will continue for over two months until September 10, 2023.

Gujarat Shopathon 2.0 offers and discounts are available across a range of categories such as dining, electronics, mobiles & accessories, apparel, home furnishings, healthcare, lifestyle, jewellery, automobiles, travel, and real estate products. The offers are exclusively for HDFC Bank customers who can avail up to 50% discount using HDFC Bank debit and credit cards and by opting for HDFC Bank Easy EMIs.

The Gujarat Shopathon shopping festival was launched by Mr. Thomson Jose, Branch Banking Head, Gujarat, HDFC Bank at Ahmedabad. Mr. Pinal Shah – Regional Rural Head, HDFC Bank was also present at the launch ceremony.

*"This is the second season of Shopathon in the state of Gujarat. Last year, the event received an enthusiastic response that led to significant increase in customer footfalls and PoS transactions at the stores of our merchant partners. Gujarat Shopathon 2.0 is envisioned as a rendezvous for small- and large-scale merchants with prospective customers under one roof, with the intention of providing the best deals and discounts to our customers. It caters to the requirements of semi-urban and rural customers as many merchants from tier 2 and tier 3 cities are also participating. This time, we have brought some incredible offers on a suite of products and services for our esteemed customers and we hope that they get to enjoy maximum discounts in this shopping extravaganza," said **Mr. Thomson Jose, Branch Banking Head, Gujarat, HDFC Bank.***

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