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CIN: L65920MH1994PLC080618

HDFC Bank To Launch ‘Mega Auto Loan Mela’ in Punjab

- *Over 500 bank branches across Punjab to participate in the drive on 12th June 2024*
- *Bank has invited leading carmakers and dealers to display their top models*

Amritsar, June 11, 2024: HDFC Bank, India’s leading private sector bank, will be organizing ‘Mega Auto Loan Mela’ across its branches in Punjab on 12th June 2024. Over 500 branches across the state will host the massive loan drive in partnership with leading automobile brands and regional dealerships which will be present at the branches to showcase their car models to customers. For eligible customers, the bank would provide on-the-spot loan sanctions.

HDFC Bank provides a host of loans to its customers at affordable interest rates. The ‘Car-Loan Mela’ drive is envisioned to provide customers easy access to automobile finance especially in the SURU (semi-urban and rural) locations. The Bank will provide an end-to-end solution for processing loan requests with a variety of repayment configurations and minimal paperwork.

Speaking at the inauguration ceremony, Mr. Dinesh Luthra, Branch Banking Head said, *“The Mega Auto Loan Mela offers a great opportunity for customers to avail finance with ease for their favourite car. We have invited leading carmakers and auto dealers to display their top models at our branches. We are confident that customers will benefit from this Mela.”*

For the year ended March 31, 2024, HDFC Bank’s auto loan book size was ₹ 1,311 billion. Last year, HDFC Bank introduced ‘Xpress Car Loan’ facility, a state-of-the-art digital API platform that helps credit loans into accounts of dealers in about 30 minutes.

About HDFC Bank

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