

HDFC Bank Organises Mega Car Loan *Mela* across 600 Branches in Central India and Maharashtra

- *The Bank has partnered with car dealerships to showcase the latest car models*

Mumbai, May 23, 2024: HDFC Bank, India's leading private sector bank, today announced that it has organised a mega Car Loan *Mela* across 600 branches in Central India and Maharashtra. The three-day long initiative has been organised from May 22-24, 2024. The Bank's branches across Madhya Pradesh, Rajasthan, Chhattisgarh, and parts of Maharashtra, comprising Nasik, Aurangabad, and Vidarbha divisions, are a part of the three-day drive.

The Bank has partnered with multiple car dealerships that have showcased the latest car models of leading automobile brands. The initiative will enable customers to take test drives of the vehicles while being able to receive an on-the-spot loan sanction as per their eligibility.

Mr. Akhilesh Kumar Roy, Business Head – Auto Loans and Inventory Funding, HDFC Bank said, "*We are happy to present the Car Loan Mela for our consumers in Central India and Maharashtra. The loan mela allows consumers to make the most of our easy finance options. A variety of repayment configurations and minimal paperwork will help make this opportunity of car purchase, even more seamless.*"

As on March 31, 2024, the auto loan book of HDFC Bank stands at Rs. 1.31 lakh crore. With 52% of its branches being present in semi-urban and rural areas, the Bank's total distribution network throughout the country stands at 8,738 branches and 20,938 ATMs across 4,065 cities/towns. In addition, the Bank has 15,182 business correspondents, primarily manned by common service centres, which take its offerings to deeper geographies.

About HDFC Bank

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For media queries, please contact:

Madhu Chhibber
Head, Corporate Communications
HDFC Bank Limited



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HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

Mobile: +91 98337 75515

Email: madhu.chhibber@hdfcbank.com

Sakshi Denis

Deputy Vice President, Corporate Communications

HDFC Bank Limited

Mobile: +91 95602 20405

Email: sakshi.denis@hdfcbank.com

Shripad Sukenkar

Senior Manager, Corporate Communications

HDFC Bank Limited

Mobile: +91 98194 99303

Email: shripad.sukenkar@hdfcbank.com