

HDFC Bank to Host Mega Auto Loan Mela

200 plus regional branches to participate in the drive

Maharashtra, August 26, 2024: HDFC Bank, India's leading private sector bank, is set to launch a two-day Mega Auto Loan Mela in Maharashtra from August 27-28, 2024. Over 200 regional branches are participating in the two-day drive that will take place across key districts of Maharashtra including Pune, Kolhapur, Aurangabad, Satara, Sangli, Nashik, Karad and Nagpur.

The Bank has partnered with multiple leading auto dealerships which will display the latest car models ranging from premium to hatch-back segments across select branch locations. This meet is being held on the eve of Ganapati festival to cater to pre-festive demand.

The primary goal of Mega Auto Loan Mela drive is to provide customers with a one-stop solution to the car buying process – right from browsing car options, to getting test drives and concluding with an instant loan claim. The event provides a unified platform and is designed to connect buyers with genuine car dealers, while ensuring smooth loan disbursement through HDFC Bank – Xpress Car loan. This facility is available for both existing and prospective HDFC Bank customers.

Xpress Car Loan platform enables a complete digital, paperless, and contact-free process, allowing auto loan disbursement to dealers within just 30 minutes. With HDFC Bank Xpress car loan, customers can make their dream car a reality in just 30 mins, with no documentation and 100% digital process.

*“HDFC Bank is committed to offer best-in-class products and services to people. We are excited to bring the Car Loan Mela, a unique initiative that simplifies the car-buying experience for our customers”, said **Mr. Akhilesh Kumar Roy, Business Head- Auto Loans at HDFC Bank**. “Buying a car in India is more than a transaction – it is a family affair entailing discussions with family members. The initiative is our attempt to make the car buying process a hassle free and seamless experience.”*

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