

## HDFC Bank Announces 'Mega Auto Loan Mela' in Uttar Pradesh

**Lucknow, Uttar Pradesh, July 18, 2024:** HDFC Bank, India's leading private sector Bank, is set to launch its new edition of '**Mega Auto Loan Mela**' in Uttar Pradesh to promote Xpress car loan on July 19, 2024. More than 500 regional branches across Uttar Pradesh will participate in this mega drive.

HDFC Bank's 'Xpress Car Loan', a state-of-the-art digital API platform that enables car loan disbursement process in a mere 30 minutes. Xpress Car Loan has evolved into India's single-largest digital loan platform for origination and disbursement with thousands of happy customers.

HDFC Bank has partnered with leading automobile dealerships in this initiative. Car dealers will display latest automobile models and will allow customers to take test drive of the vehicles. The Bank would provide on-the-spot loan sanctions to eligible customers with limited paper-work.

The 'Mega Auto Loan Mela' aims to increase the visibility and accessibility of auto loans in the targeted regions. The initiative will enhance the customer experience of buying a car and availing of a loan with minimum documentation.

Speaking at the launch of the initiative, **Mr. Muskaan Singh, Branch Banking Head – UP & Uttarakhand, HDFC Bank** said, *"The initiative aims to bring seamless banking services and financing options in proximity. Mega Auto Loan Mela is a unique occasion for customers to become the proud owners of a car of their choice through HDFC Bank's robust auto loan options. This initiative will help customers get detailed information about the product. I am sure this consumer centric initiative will be prove to be a valuable link in customer's car ownership journey."*

### About HDFC Bank

Please click here: [www.hdfcbank.com](http://www.hdfcbank.com)

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