

NEWS RELEASE

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HDFC Bank to Present Host of Auto Loan Offers at Ujjain Vyapar Mela 2025

Ujjain, Madhya Pradesh, February 28, 2025: HDFC Bank, India's leading private sector bank, today unveiled a wide range of auto loan offerings and benefits exclusively curated for Ujjain Vyapar Mela 2025. It is one of the largest trade fairs in the country which is hosted under the aegis of the State Government of Madhya Pradesh with the aim of boosting regional trade across industries.

The initiative attracts many large auto dealers of the state who showcase & sell auto models of leading manufacturers across segments. To promote the initiative, this year the State Government has announced special rebate of 50% on RTO charges while purchasing the new car at the mela. Supporting the State Government's intent and in order to simplify buyers' vehicle purchase journey, HDFC Bank is bringing following exclusive offers and benefits for customers.

- Attractive Rate of Interest on Auto Loans
- Zero foreclosure charges for MSME customers
- Nil processing fee for Army personnel
- Loan tenure up to 60 months under agriculture & no income program
- Up to 100% on-road funding
- Loan tenor up to 96 months for Electric Vehicles

Commenting on the initiative, **Mr. Akhilesh Kumar Roy - EVP - Business Head – Auto Loans, TW Loans and Inventory Finance, HDFC Bank** said, "Initiatives such as Ujjain Vyapar Mela play a pivotal role in boosting regional economy. 50% discount on RTO charges announced by the Government is a welcome step. I am sure the Bank's unique offerings coupled with benefits announced by the Government will benefit many consumers to realise their dream of owning a car of their choice."

About HDFC Bank

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