

HDFC Bank launches its annual shopping bonanza — Festive Treats 2025 with over 10,000 offers

Mumbai, September 9, 2025: HDFC Bank, India's leading private sector bank, announced the launch of its annual Festive Treats 2025 campaign, setting the stage for the start of the country's shopping season. The pan-India bonanza brings more than 10,000 offers across cards, loans, PayZapp, and EASYEMI, making festive purchases more affordable and rewarding for customers.

The Bank has multiple offers on a range of products like XPRESS personal loans, business loans, car loans, two-wheeler loans, home loans, gold loans, agri loans, commercial vehicles, credit cards, debit cards, savings accounts, PayZapp, loan against securities, loan against property, among other things. Consumers will get a chance to save up to Rs 50,000 on festive shopping on purchases made through HDFC Bank Credit cards and EASYEMI on Cards. Some of the leading brands that the Bank has partnered with are LG that enables customers to get Rs 50,000 as cashback with EASYEMI on Cards and Google Pixel with a cashback of up to Rs

10,000 with HDFC Bank Credit Cards and EASYEMI on Cards. The Festive Treats offers are applicable across a range of products — apparel, electronics, dining, travel and jewellery among other things.

Highlights:

- **Unprecedented Savings:** Over 10,000 curated deals across national, regional, and hyperlocal partners
- **Comprehensive Financing Solutions:** Access to affordable credit through HDFC Bank cards; personal, car, two-wheeler, business loans; EASYEMI, PayZapp, among others
- **Hyperlocal Access:** Offers are available in over 4,000 cities and towns, ensuring deep penetration into markets across India

This year's edition rolls out in phases, aligned with some of the festivals, beginning with Onam; followed by Ganesh Chaturthi; Navratri; and Durga Puja, and then Diwali. This approach ensures that the offers are timely and relevant to customers across states.

HDFC Bank will leverage its wide network of 9,499 branches, 21,251 ATMs, and more than six lakh merchant and dealer touchpoints for this festive campaign. The Bank plans to do over 37,000 on-ground activations at retail centres, residential complexes, and offices to bring the offers closer to customers.

Mr. Parag Rao, Country Head – Payments, Liability Products, Consumer Finance and Marketing, HDFC Bank said, *“As the country begins to wrap itself in festive delights, we bring to our consumers myriad offers that provide tangible value, which enable them to celebrate while spending smart through the convenience of our cards, loans, PayZapp and EASYEMI. Festive Treats is our annual property that drives demand and supports consumption patterns of the country by giving our customers opportunities to optimise their savings on festive spends.”*

Mr. Ravi Santhanam, Group Head and CMO, Head – Direct to Consumer Products, HDFC Bank said, *“A multi-year franchise, Festive Treats is like a clarion call for the festive season. We bring these curated offers to our customers through our strong physical and digital footprint. By rolling out Festive Treats in phases from Onam through to Diwali with hyperlocal activations, we will ensure that the offers are not only compelling but also deeply relevant to local communities.”*

Merchant offers: <https://myoffers.smartbuy.hdfcbank.com/>

Personalised Festive Treats offers: <https://applyonline.hdfcbank.com/xpressway.html>

***Terms & Conditions apply*

About HDFC Bank

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