List of Lending Service Providers (LSPs) , DLA of LSPs : with the details of the activities for which they have been engaged for

Digital Lending Service Providers (LSPs) shall not charge any fee directly or indirectly from customer for any kind of lead generation, loan application / disbursal at any point of time of loan application or any other services related to loan applied with HDFC Bank. All fees and charges related to the loan would be mentioned on the application form and shall be paid directly to the Bank by the borrower.

In case you receive any call, SMS, email or any kind of communication from someone claiming to be a representative of any of the below mentioned Lending Service Providers, asking for any kind of fees/charge/monetary compensation in return of loan, or any financial product from HDFC Bank please alert us on: https://www.hdfc.bank.in/contact-us or https://www.hdfc.bank.in/need-help/grievance-redressal-digital

Sr no	Lending Service Provider Name	Nature of activity partner is engaged for
1	Andromeda Sales Distribution Private Limited (Apna Paisa)	Lead Generation
2	Credilio Financial Technologies Private Limited	Lead Generation
3	Fin Bud Financial Services Private Limited (Finance Buddha)	Lead Generation
4	My Wish Market Places Private Limited (Wishfin)	Lead Generation
5	My Money Mantra Fintech Private Limited	Lead Generation
6	PaissaBazaar Marketing Consulting Private Limited	Lead Generation
7	Urban Money Private Limited	Lead Generation
8	Ruconnect Technologies Private Limited	Lead Generation
9	My Mudra Fincorp Limited	Lead Generation
10	Flexmoney Technologies Private Limited	Loan Authentication
11	SaveIn Fintech Private Limited	Loan Authentication
12	New Bazaar Technologies Private Limited (Shopsee)	Loan Authentication
13	Critical Path Technologies Pvt Ltd (Salary Se)	Lead Generation

Sr no	Digital Lending App/platform name (DLA Owned by LSP)	LSP name	Details of activity for which this DLA have been engaged for
1	Paissabazaar App	Paissabazaar Marketing Consulting Pvt Ltd	Lead Generation
2	One Andro App	Andromeda Sales Distribution Private Limited (Apna Paisa)	Lead Generation
3	Salary Se App	Critical Path Technologies Pvt Ltd (Salary Se)	Lead Generation