

## **HDFC Bank brings premium auto brands under one roof in Kolkata**

- ***The second edition of the bank's 'Accelerate Auto Expo' starts on Saturday***
- ***20 global and Indian automobile brands will showcase their vehicles***
- ***Record footfall of over 225,000 expected during the two-day event***

**Kolkata, April 19, 2022:** HDFC Bank today announced that the second edition of its much-awaited 'Accelerate Auto Expo' will start on Saturday, April 23, 2022, in Kolkata's popular South City Mall.

The two-day event will witness participation from 20 car manufacturers and two-wheeler brands, making it one of the largest motor shows in the country. Iconic brands including Lamborghini, Harley Davidson, Audi, Skoda, Citroen, Jeep, Toyota, Kia, Honda, Nissan, and many others will be participating in this year's event.

The Auto Expo is expected to get a record footfall of over 225,000, giving automobile companies a perfect platform to showcase their existing products and unveil new ones.

*Commenting on the second edition of the 'Accelerate Auto Expo', **Mr. Sandeep Kumar, Head – Retail Branch Banking (East), HDFC Bank**, said: "This year the Auto Expo is set to dazzle customers in Kolkata with a host of global and Indian brands who will showcase their new vehicles. Customers will have the convenience of experiencing several automotive brands under one roof."*

Customers will be able to book a test drive of their favourite car by simply scanning a QR code at the stalls. Hourly quiz sessions with loads of on spot gifts will keep them entertained, while they will also get a chance to photograph themselves with a Lamborghini dream machine.

HDFC Bank will offer car loans with minimum documentation at the event. The bank is now processing auto loans digitally, which has improved the turnaround time. Through its 'Zip Drive' initiative, the bank now offers customers the option to process their car loan from the comfort of their home/office.

HDFC Bank closed the financial year 2021-22 (April-March) with an auto loan portfolio of Rs 100,463 crore.



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## NEWS RELEASE

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