

HDFC Bank kick-starts Festive Treats 3.0 in Kolkata on a sweet note

- ***Partners Bengal's iconic sweet brand 'Balaram Mullick & Radharaman Mullick'***
- ***More than 10,000 offers across banking products set to redefine this year's celebrations across West Bengal***

Kolkata (West Bengal), October 7, 2021: HDFC Bank today announced the launch of its Festive Treats 3.0 offers in Kolkata on a sweet note by partnering with Bengal's premium and iconic sweet brand '*Balaram Mullick & Radharaman Mullick.*'

With more than 10,000 offers across the spectrum of banking products, the Festive Treats 3.0 is set to redefine celebrations and will allow the bank's customers an opportunity to avail fabulous deals specifically created for their personal as well as business needs.

Since no celebration is considered complete without sweets, for the first time ever, Bengal's fabled '*Sandesh*' will find a pride of place in the bank's Festive Treats offers. A specially curated '*Sandesh*' with HDFC Bank Festive Treats logo will be displayed across '*Balaram Mullick & Radharaman Mullick*' outlets in the city.

Customers making a purchase from these designated outlets during the festive period will be offered this sweet on a complimentary basis along with a detachable 'sweet wished card' with a QR code.

Customers can use the QR code to visit the Festive Treats microsite and browse through the offers on cards, loans, and easy EMIs. From discounts on loan processing fees to cashback on cards to reduced EMIs, there is an offer for everyone and every need.

Whether you are a retail consumer aspiring to own the latest high-end smartphone or an entrepreneur in need of a working capital loan, Festive Treats 3.0 is unlikely to disappoint you. Here are some of the offers:

- Collateral free business loans up to Rs 75 lakh
- Car Loan starting at 7.5% onwards with zero foreclosure charge
- Home Loan starting at 6.7% onwards



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- Up to 22.5% cashback + no cost EMI with debit/credit cards and consumer loan
- Funding of up to 100% on two wheeler
- Flat processing fee of Rs 10,000 for working capital loan up to Rs 1 crore.

Even without the QR code, one can browse through the complete range of offers. For more details, please visit: <http://V1.hdfcbank.com/festivetreats>

The bank aims to delight at least 10,000 families through this initiative during the five days of 'Durga Puja' as a symbolic representation of over 10,000 Festive Treats offers.

"In Bengal, 'Mishti' is an indispensable part of our culture. We are excited to partner 'Balaram Mullick & Radharaman Mullick' and make Bengal's iconic 'Sandesh' an integral part of this year's Festive Treats offers," said Mr. Sandeep Kumar, Branch Banking Head – East, HDFC Bank.

"The bank has seen a phenomenal response to its previous Festive Treats despite the pandemic. We remain confident that our 10,000+ offers will ensure sweet moments of happiness for our customers during this year's festivities."

About HDFC BANK

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