

HDFC Bank scales up 3rd edition of Festive Treats 10 times with 10,000+ offers

- ***Partners with over 10,000 merchants***
- ***Available in over 100 locations***

Mumbai, October 5, 2021: HDFC Bank is set to light up Indian hearts with more than 10,000 offers as part of its Festive Treats 3.0 campaign, a near 10 fold increase from 2020. This year our Festive Treats will have more than 10,000 offers on cards, loans and easy EMIs.

The theme of this year's Festive Treats is 'Karo Har Dil Roshan'. It reflects the belief that even the smallest of our actions can have a cascading effect and transform the lives of others. The Bank is trying to reach every Indian through its branches, ATMs, partnerships with stores/websites and digital media campaigns which have a hyper local focus.

The bank has partnered with over 10,000+ merchants across 100+ locations to offer its customers an opportunity to avail fabulous deals specifically created for their personal and business needs. Some of the key national partners include Apple, Amazon, Shoppers Stop, LG, Samsung, Sony, Titan, Central, Ajio, Reliance Digital, Reliance Trends, Lifestyle and many more leading brands while key regional ones are Vijay Sales, Pothy's, DigiOne, Chennai Silks, GRT Jewellers, PhoneWale, Sargam Electronics, Poorvika Mobiles, and Electronic Paradise.

From retail consumers aspiring to own the latest high-end smartphone to entrepreneurs in need of a working capital loan or farmers looking to purchase a new tractor, Festive Treats 3.0 has an offer for everyone. Here are a few illustrative benefits of some of the offers:

- Cashbacks and no cost EMIs on premium mobile phones. Rs 6,000 CashBack on iPhone 13
- Up to 22.5% CashBack & No Cost EMI on electronics & consumer goods like washing machines and refrigerators
- Personal Loan starting at 10.25% with instant disbursal in account
- Car Loan starting at 7.50% with Zero Foreclosure charges
- Funding of up to 100% on two-wheeler loans and 4 % less on interest rates



We understand your world

NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

- Zero Processing Fee and funding of up to 90% on tractor loans
- 50% discount on processing fee on commercial vehicle loans
- Collateral free business loans up to Rs 75 lakh & 50% off on Processing Fee*

For the complete range of offers, customers can use a QR code or simply visit:

<https://v1.hdfcbank.com/htdocs/common/2021/sept/festivetreat/index.html>

*“As India unlocks, we are also trying to spread a little cheer in the lives of people and help the overall national economic good. And stand by our customers in their times of need.”, said **Mr Arvind Kapil, Group Head – Retail Assets, HDFC Bank.** “This is reflected in our range of offers spanning Personal loans, Car loans, two-wheeler loans as well as the Business Loan & working capital loans for really small businesses.*

*“Our range of offers on credit cards is not just about coming back with a bang. It is about spurring India’s consumption story,” said **Mr Parag Rao, Group Head - Payments, Consumer Finance, Digital Banking, and IT, HDFC Bank.** “We are encouraged to do this since about one-third of spends on credit, debit and prepaid cards in India happens on an HDFC Bank card.”*

*“This has been one of the most challenging periods for people due to the pandemic. Festive Treats 3.0 is not just about spending for oneself but also about helping others who are facing extremely difficult situations,” said **Mr Ravi Santhanam, CMO, Head -Corporate Communications, Liability Products & Managed Programs, HDFC Bank.** “It is about the 'chain of good', which is based on the belief that even the smallest of our actions can have a cascading effect and transform lives of others. Festive purchases will benefit many others employed in small businesses and create a chain of recovery across the spectrum. This is reflected in the theme of this year’s Festive Treats, 'Karo Har Dil Roshan'.”*

About HDFC BANK

For information please log on to: www.hdfcbank.com

For media queries please contact:

Rajiv Banerjee

Sr Vice President and Vertical Head - Corporate Communication
HDFC Bank Ltd., Mumbai.



We understand your world

NEWS RELEASE

HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

Mobile: 9920454102
rajivshiv.banerjee@hdfcbank.com