

HDFC Bank holds *Grameen* Mega Loan *Mahotsav* in Bodeli

- ***Offers entire bouquet of loan products to customers from 35 villages***

Bodeli (Gujarat), September 19, 2019: HDFC Bank today held a *Grameen* Mega Loan *Mahotsav* at Bodeli in the Chotta Udepur district of Gujarat. Akin to a financial services supermarket, the Loan *Mahotsav* provides customers from nearby villages access to the entire suite of the bank's loan products at one location in a simple and easy manner.

Customers can avail tractor loans, auto loans, two-wheeler loans, agri loans, commercial vehicle loans, or open Current Accounts or Savings Accounts. *Grameen* Mega Loan *Mahotsav* is part of the bank's larger plan to reach the most remote parts of the country. It aims to provide people in these rural locations access to banking products to fulfil their requirements.

At Bodeli, the Loan *Mahotsav* reached out to customers from 35 villages. The Bank disbursed loans for automobile, farming equipment, agriculture, and more. Over 160 customers visited the *Mahotsav*, and 40 customers belonging to 35 villages availed loans and other facilities.

The *Mahotsav* was inaugurated by chief guest Shri Abhesinh Tadv, MLA, Sankheda in the presence of HDFC Bank's Mr. Venkatesh K -Executive Vice President, SLI, Mr. Sajeesh Nair - Senior Vice President-SLI, Mr. Jigar Shah, Senior Vice President, Mr. Faisal Sara, Senior Vice President, and other senior bank officials.

"HDFC Bank is excited to launch the Grameen Mega Loan Mahotsav in Bodeli," said Mr. Sajeesh Nair, Senior Vice President– SLI, Gujarat, HDFC Bank. "Through this Mahotsav, our objective is to reach out to remote and under-banked areas of the country with the bank's entire suite of products to help them fulfil their banking requirements. This is in addition to the bank's large network of branches, 53 per cent of which is in semi-urban and rural areas."



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