

HDFC Bank holds *Grameen Mega Loan Mahotsav* in Chomu

- ***Offers entire bouquet of loan products to customers from 30 villages***

Chomu (Rajasthan), September 19, 2019: HDFC Bank today held a *Grameen Mega Loan Mahotsav* at Chomu in the Jaipur district of Rajasthan. 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.

As a part of the Bank's recent 20-year journey celebration in Rajasthan (#20SaalBemissal), HDFC Bank launched the *Grameen Mega Loan Mahotsav*.

At Chomu, the *Loan Mahotsav* reached out to customers from 30 villages. The Bank disbursed loans for automobile, farming equipment, agriculture, and more. Over 3000 customers visited the *Mahotsav*, and 225 customers belonging to 30 villages and 4 suburban towns availed loans and other facilities.

"HDFC Bank is excited to launch the Grameen Mega Loan Mahotsav in Chomu," said Mr. Ashok Khanna, Group Head – Vehicle Loans, 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."

About HDFC BANK

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