



NEWS RELEASE

HDFC Bank Ltd,
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai – 400 013

HDFC Bank holds Mega Loan *Mahotsava* at Bhimavaram **- 150 Gramin Loan *Mahotsavas* planned across India under Bank's New Rural Campaign -**

Bhimavaram (A.P.), September 24, 2010: HDFC Bank, one of the premier banks in the country, held a Mega Loan *Mahotsava* in Bhimavaram in West Godavari District in Andhra Pradesh.

Bhimavaram, located 103 kms from Vijayawada, is also called the "Second [Bardoli](#) of India". Mahatma Gandhi coined the name when he visited Bhimavaram during the freedom movement in India. It's an important centre of fishing and paddy business.

At the 3-day *Mahotsava* in Bhimavaram, which is amongst the largest of such events ever held in Andhra Pradesh, a variety of loans such as tractor loans, agricultural loans, auto loans and 2 wheeler loans, commercial vehicle loans, and Kisan Gold Cards were given to rural customers. On display at the *Mahotsava* were a slew of products including commercial vehicles and two wheelers. The 3-day loan *Mahotsavas* were also held at Tanuku, Tadepalligudem and Chinnamiram.

HDFC Bank kick-started the Mega Loan *Mahotsava* under the bank's **New Rural Campaign** in July 2010 at Pimpalgaon near Nasik in Maharashtra. The Bank is holding a total of 150 ***Gramin Loan Mahotsavas***, *small and big*, across the country. The states include Gujarat, Maharashtra, Rajasthan, Andhra Pradesh, Karnataka, Tamil Nadu, Orissa, West Bengal and Punjab.

At the **Loan *Mahotsava*** in Bhimavaram, vehicle keys, cheques and cards were handed over to customers by Mr. Kaizad Bharucha, Country Head, Credit and Market Risk, HDFC Bank and Mr. Ashok Khanna, Sr. Executive Vice President & Business Head, Auto Loans, HDFC Bank. Amongst the dignitaries present on the dais were Mr. Vishwanatha Raju, Chairman, Ananda Group, Bhimawaram and Mr. Suryanarayna Guptha, President of Chamber of Commerce, Bhimavaram.

On the occasion, **Mr. Pralay Mondal, Country Head, Retail Assets, HDFC Bank said**, "Welcome changes are sweeping across India, especially rural India. We are a major financial intermediary in the country today, and it is our earnest endeavour to make a difference to the lives of people residing there by reaching out to them. Bhimavaram is an important flourishing market with booming paddy and fishing business. We are committed to partnering our customers in their journey of progress and overwhelmed with the response from this region."



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Mr. Ashok Khanna, Sr. Executive Vice President & Business Head, Auto Loans, HDFC Bank said, "Rural India has witnessed remarkable transformation over the past two decades that I've been travelling to these markets. Thanks to a host of factors that have put unprecedented wealth into the hands of farmers, better realization for their produce being the primary one, it has helped convert rural India into a huge consumer market. The new affluence has also helped farmers enhance their aspirations along with their wealth, steadily impacting social changes too.

About HDFC BANK

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 19 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 15 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of June 30, 2010, the Bank had a distribution network with 1,725 branches and 4,393 ATMs in 780 cities.

For the quarter ended June 30, 2010, the Bank's total income was INR 53.60 billion (Rs.5,360.0 crore) as against INR 51.36 billion (Rs.5,136.8 crore) for the quarter ended June 30, 2009. Net revenues (net interest income plus other income) were INR 33.41 billion (Rs.3,341.0 crore) for the quarter ended June 30, 2010, an increase of 15.2% over INR 28.99 billion (Rs.2,899.2 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2010 was INR 8.11 billion (Rs.811.7 crore), up by 33.9% over the corresponding quarter ended June 30, 2009.

The Bank's total balance sheet size increased by 25.3% from INR 1861.15 billion (Rs. 186,115.0 crore) as of June 30, 2009 to INR 2332.53 billion (Rs.233,253.0 crore) as of June 30, 2010. Total deposits were INR 1830.33 billion (Rs.183,033.0 crore), up by 25.6% over June 30, 2009.

Total income for the year ended March 31, 2010 were INR 199.80 billion (Rs.199,800.5 crore).



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Leading Indian and international publications have recognized the bank for its performance and quality.

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

[click here](#) to view: Mr. Kaizad Bharucha, Country Head, Credit & Market Risk, HDFC Bank, [centre] handing over the Agriculture Loan cheque at the Mega Loan *Mahotsava* inaugurated today at Bhimavaram, Andhra Pradesh, under the Bank's New Rural Campaign kick-started in July 2010.

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