



## NEWS RELEASE

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

### **HDFC Bank holds Mega Loan Mahotsava at Habibpur**

**Habibpur (Uttar Pradesh), November 24, 2010:** HDFC Bank, one of the premier banks in the country, held a Mega Loan Mahotsava at Habibpur in Uttar Pradesh.

Habibpur, located 30kms from Noida, is famous for wheat production.

HDFC Bank organized a first-of-its-kind one-day Mega Loan Mahotsava in Habibpur with a focus on loans for construction, earth-moving equipment and agriculture. The Bank has partnered with over top 20 blue-chip equipment makers, like, JCB, Telcon, Terex, L&T, ACE, Escorts and many others were also present at the venue. On display at the Mahotsava were different models of Backhoe Loaders, Cranes and Tippers.

Mr. Anil Bhavnani, Sr. Vice President, Infrastructure Finance Group, HDFC Bank and Mr. Kumar Sanjeev, Zonal Head, Uttar Pradesh, HDFC Bank handed over keys to customers at the Loan Mahotsava. Amongst dignitaries present on the dais were Mr. Deepak Agarwal (IAS), District Magistrate, Noida, Mr. Y.K. Bahl, Additional Chief Executive Officer, Yamuna Expressway Authority, Mr. Jagdish Chandra, General Manager-Finance, Greater Noida Authority, Mr. Dharampal Singh Bhati, Gram Pradhan Surajpur and Ms. Rani Kashyap, Gram Pradhan Habibpur.

Ms. Ashima Bhat, Country Head, Emerging Corporates Group & Infrastructure Finance Group, HDFC Bank from Mumbai said: "We are a major financial intermediary in the country today and it is our endeavor to make a difference to the lives of people residing there by reaching out to them. With the help of this Loan Mahotsava, we are able to directly reach out to farmers without intermediaries and offer them banking solutions as per their needs."

Mr. Anil Bhavnani, Sr. Vice President, Infrastructure Finance Group, HDFC Bank said, "Rural India has changed tremendously. By conducting these loan melas, we are reaching out to our rural customers and making a difference in their lives."



## NEWS RELEASE

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

For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

[click here](#) to view: Mr. Anil Bhavnani, Sr. Vice President, Infrastructure Finance Group, HDFC Bank [right] handing over the equipment key to a customer at the Mega Loan Mahotsavain Habibpur.

**For media queries please contact:**

Neeraj Jha  
Head, Corporate Communications  
HDFC Bank Ltd., Mumbai.  
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)  
Fax: 91 - 22 - 2490 3168  
Mobile: 093236 20828  
[neeraj.jha@hdfcbank.com](mailto:neeraj.jha@hdfcbank.com)