



NEWS RELEASE

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

HDFC Bank holds Mega Loan *Mahotsava* at Tiruvallur

Tiruvallur (Tamil Nadu), October 13, 2010: HDFC Bank, one of the premier banks in the country, held a Mega Loan *Mahotsava* in Tiruvallur, in Tamil Nadu.

Tiruvallur is one of the fastest developing districts in Tamil Nadu in terms of Industrial Development. The district has many leading industries like Madras Refineries, MRF, Ashok Leyland, TI Cycles, Britannia India Ltd, Parry India Ltd and Hindustan Motors.

HDFC Bank organized a first-of-its-kind one-day Mega Loan *Mahotsava* in Tiruvallur with focus on loans for construction, earth-moving equipment and agriculture. The bank partnered with blue-chip equipment makers such as JCB, ACE, Telcon, Terex, Scorts Construction, L&T Case Equipment and Action Construction Equipment Ltd. On display at the *Mahotsava* were different models of Backhoe Loaders, Cranes and Tippers.

Mr. Harish Engineer, Executive Director, and Ms. Ashima Bhat, Country Head, Emerging Corporates Group & Infrastructure Finance Group from HDFC Bank handed over keys to customers at the Loan *Mahotsava*. Amongst dignitaries present on the dais were Mr. Kathipara Janarthanan, President, Tamil Nadu Earthmoving Equipment Owners Welfare Association, Mr. S. Nagarajan, Partner, S R & Co., Mr. S.A. Muhamed Mohideen, Director, ECCI Ltd., Pon Pandian, President, Thiruvallur Town Panchayat and Mr. S. Raghunathan, Asst. Div. Engineer, Highways. Mr. Harish Engineer was the Chief Guest and Mr. Kathipara Janarthanan was the Guest of Honour.

Speaking on the occasion, **Ms. Ashima Bhat, Country Head, Emerging Corporates Group & Infrastructure Finance Group, HDFC Bank** 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."



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

[click here](#) to view: Mr. Harish Engineer, Executive Director, HDFC Bank, [2nd from right] handing over the equipment key to a customer [extreme right] at the 1-day Mega Loan *Mahotsavaat* Tiruvallur in Tamil Nadu.

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