



NEWS RELEASE

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

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

Chommu (Jaipur), September 1, 2010: HDFC Bank, one of the premier banks in the country, held a Mega Loan *Mahotsava* in Chommu near Jaipur in Rajasthan.

Chommu, located 32 kms from Jaipur, is the hub for agricultural activities for 50-70 neighbouring villages. Chommu is close to Jaitpura and Kaladera, industrial areas under the Rajasthan State Industrial Development and Investment Corporation (RIICO).

At the 3-day *Mahotsava* in Chommu, which is amongst the largest of such events ever held in Rajasthan, a variety of loans such as tractor loans, agricultural loans, auto loans and 2 wheeler loans, commercial vehicle loans, home loans and personal loans, Gold 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. Three-day loan *Mahotsavas* were also held at Ringus, Jalsu and Govindgarh.

HDFC Bank kick-started the Mega Loan *Mahotsava* under the Bank's **New Rural Campaign** last month 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 Chommu, vehicle keys, cheques and cards were handed over to customers by Mr. Pralay Mondal, Country Head, Retails Assets, 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. R.K. Poddar, Director, Mayur Leather, Mr. Ram Gopal Bansal, President, Grain Mandi Union, Mr. Kishan Lal Yadav, Retired Gram Sevak and Dr. Sharvan Lal Chopra, Chief Medical & Health Officer.



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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. Chommu with its abundant groundnut crop and quality milk produce is well on its way towards growth and prosperity. We are committed to partnering our customers in their journey of progress and overwhelmed with the response from this region."

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."

For more information please Log onto <http://www.hdfcbank.com/>

[Click here](#) to view Mr. Pralay Mondal, Country Head, Retail Assets (left), handing over the vehicle key at the 3-day long Mega Loan *Mahotsava* inaugurated today at Chommu, Rajasthan, under the Bank's New Rural Campaign kick-started last month.

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