

Digital Lending Service Providers

The below Digital Lending Service Providers of HDFC Bank are agents of the bank engaged to generate Loan on credit cards sales leads for the Bank.

After the receipt of the lead, the Bank may/shall approach you for completion of all loan applications. Once the application is received, the Bank shall assess the request for loan in line with Bank's internal policy and its parameters.

Digital Lending Service Providers shall not charge any fee directly or indirectly from customer for any kind of lead generation, loan application / disbursal at any point of time of loan application or any other services related to loan applied with HDFC Bank. All fees and charges related to the loan would be mentioned on the application form and shall be paid directly to the Bank by the borrower.

For all the charges related to Loan on Credit Card, please refer to the link below:

<https://www.hdfcbank.com/personal/borrow/popular-loans/loan-on-credit-card>

<https://www.hdfcbank.com/personal/borrow/loan-against-assets/smartemi>

In case you receive any call, SMS, email or any kind of communication from someone claiming to be a representative of any of the below mentioned Lending Service Providers, asking for any kind of fees/charge/monetary compensation in return of loan, or any financial product from

HDFC Bank please alert us on: <https://www.hdfcbank.com/personal/need-help/grievanceredressal-digital>

Sr no.	Active Digital Lending Service Providers (DSA) engaged in Lead Generation for HDFC Bank	Status	Location
1.	TATA Digital Private limited (TDPL)	Partner is Active on Digital Sourcing of Customers	Pan India
2.	ONE 97 COMMUNICATIONS LIMITED	Partner is Active on Digital Sourcing of Customers	Pan India

[*For any service-related queries please reach out to HDFC Bank directly.](#)