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## NEWS RELEASE

HDFC Bank Ltd.  
HDFC Bank House,  
Senapati Bapat Marg,  
Lower Parel,  
Mumbai - 400 013.  
CIN: L65920MH1994PLC080618

### **HDFC Bank Festive Treats 4.0 to 'Go BIG' with 10,000+ offers**

- *Partners with merchants pan-India for seamless omni-channel offers*
- *Makes customer journeys completely digital for smoother, seamless access to finance*

**Mumbai, September 27, 2022:** HDFC Bank is set to make this festive season bigger, better and brighter with Festive Treats 4.0 – the fourth edition of its annual campaign of attractive offers on all its banking and lending products as well as discounts on shopping. After three highly successful campaigns, the theme for this year is “Go BIG this festive season”. The Bank will enable customers to fulfill all their festive wishes through a host of offers across accounts, loans, cards and EMIs, ensuring that money is easily accessible and not a constraint.

To make the experience even more seamless the Bank has leveraged its digital channels to make several customer journeys available completely online. For instance, customers can avail of a new credit card instantly and allowing them to enjoy **HDFC Bank's exclusive tie-up with Apple which offers Rs 5,000 CashBack on Cards & EasyEMI** plus Extra Savings via SmartBuy. Customers can also avail of a Personal Loan in 10 seconds, Xpress Car Loan in just 30 minutes, Loan on Cards or open an Insta Account completely online.

The theme “Go BIG this festive season” marks the time to celebrate and make big purchases. The Bank has tied up with pan-India merchants to provide over 10,000 omni-channel offers across customer segments. It aims to reach out to every Indian through its network of 6,500+ branches and 16,500+ ATMs.

Festive Treats offers will be available across online, offline, national, regional, and at hyperlocal merchants covering the widest range of categories including electronics, jewelry, travel, home décor, apparels, grocery, loans to fulfil personal & business needs and commercial vehicles.

Some of the key national partners include Reliance Digital, Croma, Apple, Samsung, LG, Sony, HP, IFB, Haier, Shoppers Stop, Lifestyle etc. Renowned regional players like Senco Gold, VMart, JKJ Jewellers, Vijay Sales, Digi1 and many others are also part of Festive Treats this



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year. Marquee digital brands like Flipkart, TataCliq, Ajio, Urban Ladder, MakeMyTrip amongst others have also come on board to offer a range of offers for online and offline transactions.

*“At HDFC Bank, customer needs lie at the heart of all our decisions. Festive Treats have played an important role in creating customer delight during this season of celebrations. With an environment of positive customer sentiment, we expect a robust response to our wide array of offers for the season. The enhanced, digital experience will allow customers to avail of several banking services online, making festive shopping easier than ever,”* said, **Mr. Ravi Santhanam, Chief Marketing Officer, HDFC Bank.**

The Festive Treats franchise will reach out to newer customer segments this year. Festive Treats 4.0 has an offer for everyone who wants to ‘Go Big’. Whether it is someone aspiring to buy the latest high-end smartphone or an entrepreneur in need of working capital loan or a farmer looking to purchase a new tractor.

Here are some key offers on banking products:

Personal Loan	Avail of a Personal Loan of up to ₹40 Lakh in just 10 seconds Interest rate @10.50% onwards
Business Loan	Avail of Collateral Free Loan with 50% Off on Processing Fee
Xpress Car Loan	Car loan disbursement in 30 minutes, with Interest rate @7.90% onwards and Zero Foreclosure Charges
Used Car Loan	Interest Rate @10.75%* onwards. Zero Foreclosure after 24 months*
Two Wheeler Loan	EMI @ ₹37/Rs.1,000 onwards, Down payment starting at ₹999
EASYEMI	Avail EASYEMI up to 24 months and Saving up to 20% with Selected Brands
Gold Loan	50% off on Processing Fee and Quick Disbursement
Loan Against Property	Flat Processing Fee of Rs. 9999* and Special Processing Fee for Balance Transfer



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Home Loan	Lower Rate of Interest Top-Up loan of upto Rs. 50 Lac*
Loan Against Securities	Flat Processing Fee of Rs 999 + Tax Interest Rate @ 10.25%*

For the complete range of offers, customers can use a QR code or simply visit:

<https://v1.hdfcbank.com/htdocs/common/2022/aug/festivetreat/index.html>

### **About HDFC BANK**

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

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