

## **HDFC Bank launches 30-minute auto loan, 15-minute two-wheeler loan**

- **Completely paperless process, uses fingerprint and Aadhaar identification for disbursal**

**Mumbai, June 29, 2015:** HDFC Bank has launched an auto loan that is disbursed in just 30 minutes using biometric technology.

The 30-minute auto loan is available for HDFC Bank customers, as well as others. With this technology-enabled solution, loans for two-wheelers can also be approved within 15 minutes.

With this launch, any person wishing to avail of a loan can walk into an auto dealership or any other touch points of the bank and provide the Aadhaar card number and fingerprint. The biometric technology available at the point of customer contact will match these details against consolidated information accessed from several databases to authenticate customer profile. If eligible, based on the profile, the loan will then be approved with minimal documentation required from the customer within record time.

HDFC Bank is a market leader in the auto and two-wheeler loan space and this solution will give the customer the freedom to walk into a showroom without any documents and obtain a loan. It will also reduce the turnaround time to process a loan, allowing the bank to improve efficiency and serve a larger number of customers.

"Customer convenience lies at the heart of our digital banking initiatives. We believe the 30-minute auto loan will be the next level in financing and addressing customer needs. If a customer walks in to an auto dealership, they can walk out with the vehicle the same day itself, which was not the case earlier," said Ashok Khanna, Senior Executive Vice-president, Business Head (Vehicle Loans).

The 30-minute auto loan and 15-minute two-wheeler loan is the latest initiative in HDFC Bank's digital banking offering christened Go Digital. This campaign began on the banks of



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

the Varanasi last year, with the launch of its 'Go Digital - Bank *Aap Ki Muththi Mein*' offering, which literally converts the mobile phone into a bank branch. Since then the bank has launched a host of innovative digital solutions such as payment platforms like Payzapp and Chillr, and a virtual marketplace for offers and deals known as Smartbuy among others.

HDFC Bank is the first institution in the retail lending space to completely automate the entire process of loan approval and disbursement with the launch of the 10-second personal loan.

As of FY 2014-15, 63% of all transactions at HDFC Bank are conducted through digital channels.



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### **About HDFC BANK**

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 28.9 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 20 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of March 31, 2015, the Bank had a distribution network with 4,014 branches and 11,766 ATMs in 2,464 cities/towns.

For the quarter ended March 31, 2015, the Bank's total income was INR 155.70 billion (`15,570.1 crore) as against INR 127.90 billion (`12,790 crore) for the quarter ended March 31, 2014. Net revenues (net interest income plus other income) were INR 5.76 billion (`8,576.9 crore) for the quarter ended March 31, 2015, as against INR 69.54 billion (`6,954.1 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended March 31, 2015, was INR 28.06 billion (`2,806.9 crore), up by 20.6% over the corresponding quarter ended March 31, 2014.

Total income for the year ended March 31, 2015, was INR 574.66 billion (`57,466.3 crore).

Leading Indian and international publications have recognised the bank for its performance and quality.

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

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