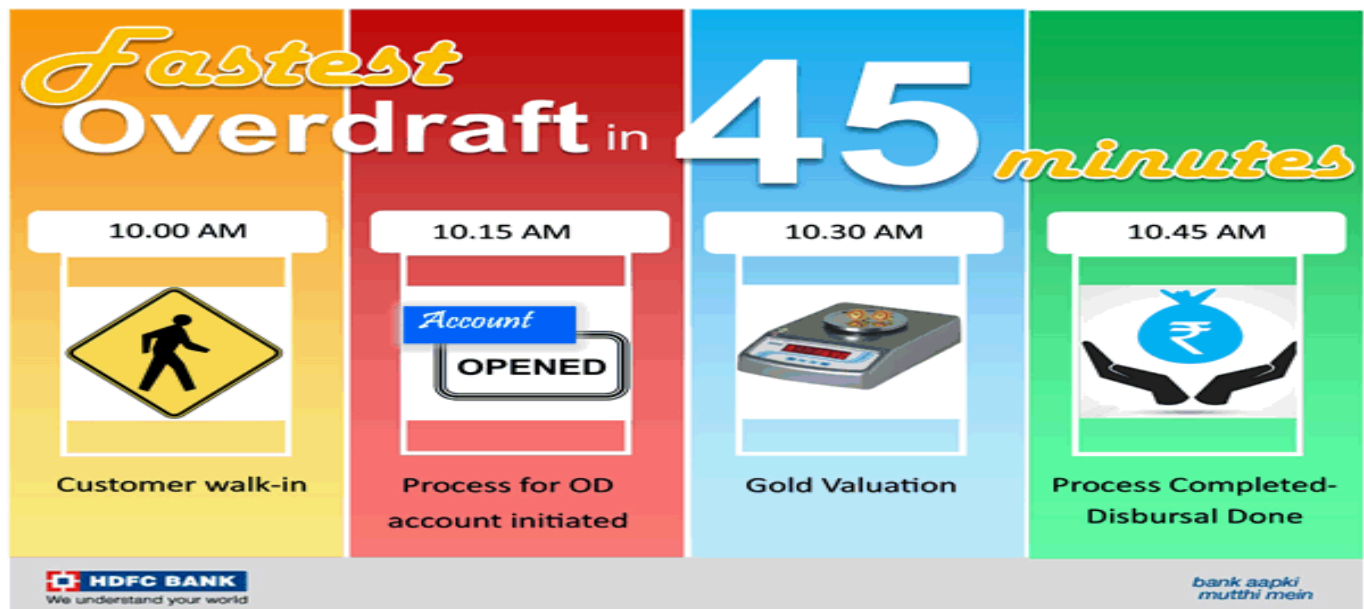


## Introduction - Gold Loans:

As most individuals in India prefer to hold on to their gold Jewellery/ornaments rather than selling, to meet their liquidity requirements, Gold Loan offer scope for lending against gold Jewellery.

## What's in it for your customer?

- No Financial requirement upto Rs 15 Lacs even for Non HDFC Bank customers
- Same day disbursal - with just one visit of Customer in the Branch
- Attractive ROI for customers against the limit
- Flexibility of fund utilization and interest only on the amount utilized
- Only Bank to fund Partnership Firm/Private Limited Companies other than Individual (Jewelry belonging to Family of Partners/directors/Firm/Company)
- Hassle free renewal without visiting the branch. *Renewal will be subject to credit decisioning.*
- Minimum utilization of 20% on a monthly basis to avoid commitment charges



## Features & USP of Gold Loan

- **OTC Spot Loan:** Spot sanction over the counter product.
- **Safe & Secured:** Unique triple layer security packing for gold jewellery and safely secured in Bank's locker.
- **Assessment by professional Assayers:** Handling and Valuation of jewellery is done by valuer with long years of experience from well known jewellery house
- **Minimal Documentation:** Application Form and KYC documents. (**PAN and KYC documents such as valid Passport/ Driving Licence /Voters ID card /Aadhaar Card**)
- **Flexibility of offering:** Customer has basket of variants viz Term Loan/ Overdraft/ EMI/Bullet Payment
- **Insurance:** Insurance cover for loan is available.



We understand your world

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mutthi mein

**FEATUREs...**

- ⇒ No income documents\*
- ⇒ Overdraft limit set in 1 day
- ⇒ Anytime liquidity
- ⇒ Interest only on Amount Utilized

**BENEFITs...**

- ⇒ Minimum overdraft limit of 2 lacs
- ⇒ No Upper Cap\*
- ⇒ For Working Capital requirement
- ⇒ RM/PB/ABM Scorecard Income of 3.90%




OVERDRAFT

\*On Gold Overdraft of 10 lac


Target Segment




**Merchants**



**Manufacturers**



**Retailers/  
Transporters**



**Traders**



**Enterprises/  
Contractors**

### Ways to scope customer for Gold Loan:-

- Customer required Instant Loan within an hour or same day for emergency or any other reason.
- Customer required loan for short term for the period of 6 months to a year.
- Customer required an option to pay only interest and principle amount at maturity - The Gold Loan is the only product to fulfill such requirement.
- Customer has recently started the new business not having required stability to get any other loan or OD facility but having existing CASA relationship for over 6 months – GL is the only asset product support in such a low business stability situation.
- Convert Not Interested customer due to Higher Rate of interest in other Unsecured or Secured products by offering competitive rate in Gold Loan.
- Convert Not Interested customer due to Loan eligibility (not getting the required loan amount) by offering gold loan as the option to bridge the gap to provide additional or complete loan amount.
- Internal customer not having sufficient required income proof documents or not ready to provide required Income proof – GL is the only product to offer.
- Not Eligible customers in Unsecured and other loans.

### Product Variants

- Term Loan – Only product which allows the customer to service only monthly interest throughout the tenor of the loan. Principle payment to be paid at time of Closure/Maturity of Loan.
- Overdraft – Limit based on value /LTV arrived basis Valuation
- EMI - Traditional EMI product ( offer available to F4 customer)  
(Tenors available upto 36 months (min tenor 6 months))
- Bullet Payment – 75% LTV for Agri customers for 12 months tenure where customer need to pay Interest and Principal after completion of tenure.

### Special Benefits on OD:

1. No upper cap on the OD limit
2. The facility can be used to meet working capital requirements as well as your personal needs
3. Pay as per use - Utilize the loan when in need, and pay interest only on amount utilised

### Gold loan is sanctioned by accepting

- ✓ **Gold Jewellery** (Jewellery accepted should be between 22K and 18K.)
- ✓ **Loan against SGB** (Both in Physical & Demat form)

LTV is given up to 75% of valued amount as prescribed by RBI.

(Gold bars / Utensil / Vessels / Single Mangalsutra etc. are not accepted)

### Simplified Process:

- Identify customer interested in gold loan
- Check on Availability of KYC Documents
- Capture details of customer in Lead Generation format for mapping in Cross Sales.
- Customer can be directed to the nearest Disbursal branch of his choice

### Target Group:

- Individuals (Salaried, Self Employed, House wives), looking at short term funding.
- Individual with Funding needs for Business activities / Working capital / Personal expense requirement
- Farmers/ Agriculturist in rural/semi urban areas for seasonal based capital requirements
- Existing customers having satisfactory dealings with the Bank under other products and having
- Some shortfall in their funding requirement.

**75% LTV Bullet Payment Product for Agri Customers:-**

Criteria	Policy
Type of Loan	Term Loan
Purpose / End Use	Agricultural & Ancillary activities only.
CIBIL	>=550 / -1 / No Match (No Deviation Allowed)
LTV	75%
Loan Amount (No Deviation Allowed)	Minimum - 25 K
	Maximum - 19 Lakhs
Tenor	12 Months (No deviation allowed)
Foreclosure Charges	2% + GST for 6 months
Interest frequency	Annually and Renewal Not Allowed

Please note the below requirement for this offering:

- Offering applicable for **both internal and external customers**
- Customer is **eligible for 75%** on the date of the application.
- **Interest and principal to be repaid end of 12th month.**
- **Loan tenor is only for 12 months** with no renewal available end of maturity
- **Loan cannot be closed within 6 months** of loan disbursal. This would attract penal charges
- **PSL classification is as per the existing process**
  - I. **Top 10 cities:** IF the end use is for Agri or Agri related activities, then the customer has to provide land documents for all ticket size. If documents are not available then we cannot offer rear end interest offering.
  - II. **Non Top 10 cities: Customer is eligible for rear end based on the below criteria**
    - A.
    - B. **Loan Amt upto Rs 3 lacs :** IF the end use is for Agri or Agri related activities, then customer has to self-declare in the application form on the end use and the specify land holding . This is as per the existing PSL policy
    - C. **Loan Amt > Rs 3 lacs:** IF the end use is for Agri or Agri related activities, then the customer has to provide land documentsas per the existing process.

Top 10 Cities	State Of the Cities
Ahmedabad	GUJARAT
Vadodara	GUJARAT
Mumbai, Navi Mumbai, Vasai, Virar & Thane	MAHARASHTRA
Pune	MAHARASHTRA
Bangalore	KARNATAKA
Chandigarh	CHANDIGARH
Chennai	TAMIL NADU
Delhi, Faridabad, Ghaziabad, Gurgaon & Noida	DELHI
Kolkata & Howrah	WEST BENGAL
Hyderabad & Secunderabad	TELANGANA

### **Some of the land documents**

- 7/12 extract, 8A in Maharashtra and Gujarat
- 8A in Maharashtra and Gujarat
- Panchayatpatta in various states
- Index II (PherpharUttara) in Maharashtra provides details of current ownership and previous owners.
- Wahai in MP & Chhattisgarh
- Fard in Rajasthan and Punjab
- KhasraKhatoni UP& Uttaranchal
- Pattadar Passbook, land tax receipts in the Southern states
- Tehsildar office / patwari certified documents indicating land ownership, etc.
- Land tax receipt
- Uttara docs

### **Minimum details to be collected from customers during the Gold Loan online / offline campaign.**

- Name of the Customer
- Contact Mobile Number
- Email ID – Not mandatory
- City/Location with State
- OTP verification to check provided contact details.
- What is the loan amount required?
- Approx quantity of Gold Jewellery available in grams.
- Required by when - Within 2 days, within 7 days or within 15 days.
- Required for Tenure - 12 Months or 24 Months.
- HDFC Bank account holder - Yes / No.
- Customer is Salaried / Self Employed or other
- End Use of the Loan