



PMAY- 3rd Anniversary Lucknow 28th July 2018

PRADHAN MANTRI AWAS YOJANA (PMAY) CREDIT LINKED SUBSIDY SCHEME (CLSS)

OWN A HOME AND SAVE UP TO

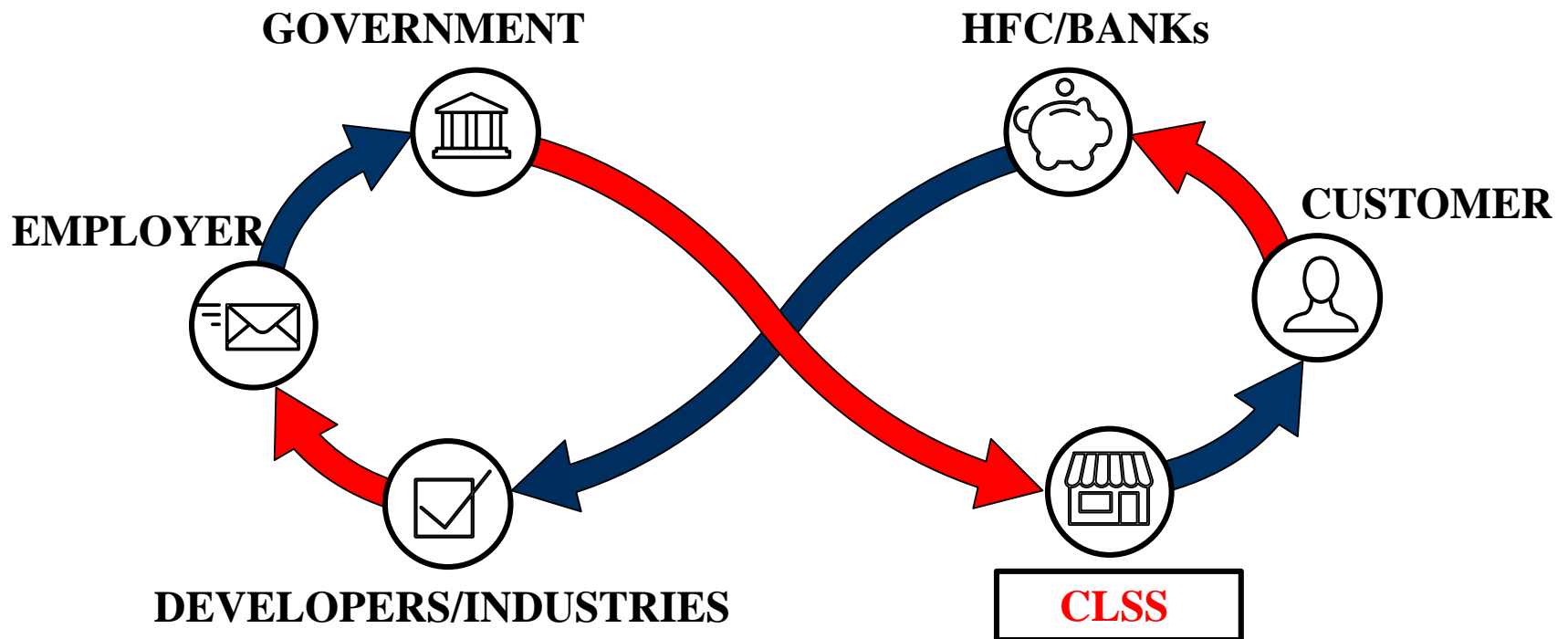
₹ **2.67 LAKH***

Interest Subsidy
up to **6.50%*** p.a.

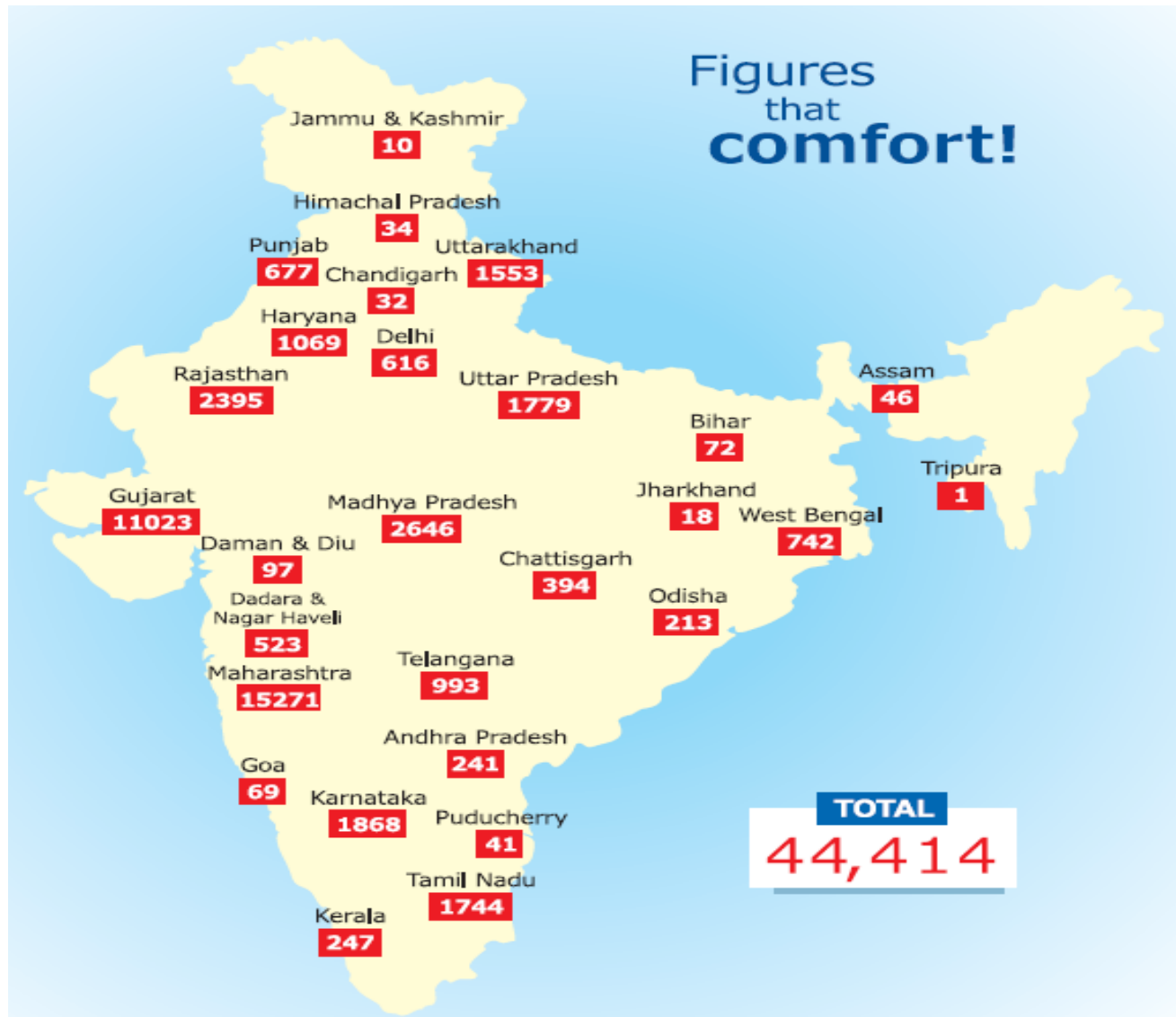
For loan amount
up to ₹12 lakhs*



All-round benefits



HDFC Customers- Beneficiaries Across the Country



Key Highlights- HDFC under CLSS program

Over **44000** families benefited

25 States and **3** Union Territories covered

76% from EWS/LIG category

24% from MIG category

Rs.980 Cr subsidy credited

Rs.8200 Cr worth loans approved

Training Initiatives



DEVELOPERS

Training conducted for more than 1000 developers

STAFF

Over 5000 channel employees and developer staff trained



DIGITAL

Online Campaign on web, Twitter & Facebook

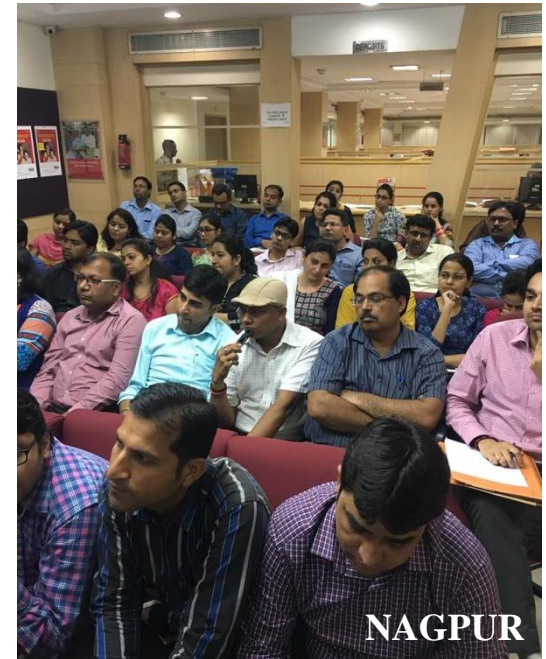
EMPLOYEES

In-house training for all 2400+ HDFC employees

E-TRAINING

In-house training module created

Training Initiatives



THANK YOU