

Trends and Transformations in Home Loan Processing: A Case Study of HDFC Hyderabad

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Abstract: *The housing finance sector in India is growing, driven by rising home ownership demand and supportive policies. This study, "Trends and Transformations in Home Loan Processing: A Case Study of HDFC Hyderabad," explores HDFC Bank's home loan offerings, focusing on types like purchase, construction, and renovation loans. It examines recent trends, customer satisfaction, and challenges, using surveys and interviews for data collection. The findings highlight evolving borrower profiles, technological advancements, and government initiatives like PMAY, offering insights for improving customer service and operational efficiency.*

Keywords: Housing finance, HDFC Bank, home loans, customer satisfaction, Pradhan Mantri Awas Yojana, Hyderabad, trends, technological advancements