



Press Release

Upgrade your Smartphone with Home Credit to celebrate Spirit of Ganesh Chaturthi

Mumbai, September 24, 2015: Home Credit India Finance Pvt. Ltd one of India's fast-growing Non-Banking Financial Company (NBFC) has announced attractive plans to add more fun to the celebration of the auspicious festival of Ganesh Chaturthi. Home Credit will be celebrating the festivity with its customers who want to upgrade to a smartphone by offering attractive EMI options on purchases made till **September 30th, 2015**. The offer is valid exclusively in Maharashtra and will run across Home Credit's Point-of-Sales (POS) outlets across Mumbai, Pune, Nagpur and Nashik. Home Credit has more than 400 of POS outlets across Maharashtra.

According to **Mr. Pavel Maco, CEO, Home Credit India**, "As per research firm eMarketer, India will exceed 200 million smartphone users, topping the US as the world's second largest smartphone market by 2016, largely on the back of growing penetration of affordable smart mobile devices. The focus will remain on low end smartphones in the Rs 5000-Rs 15000 range for the mass market targeting first-time users. At Home Credit, our aim is to become the first and most trusted choice for consumer credit in the country and since the festive season brings with itself the spirit of festivity and celebrations, we have introduced attractive EMI options which will be another reason for customers to upgrade to smartphones."

Home Credit launched its India operations in 2012 and currently operates in more than 25 cities across 12 states across the country. The company services its growing customer base of over 4 lakh through a strong network of over 2,500 Points-of-Sale (PoS). Home Credit's offerings primarily consist of providing in-store financing (direct non-cash loans in retail outlets) to qualified customers looking to purchase consumer durable goods such as home appliances, laptop/tablets, mobile phones and two-wheelers.

The company is currently operating in Delhi NCR, Jalandhar, Chandigarh, Ludhiana, Jaipur, Lucknow, Pune, Bhopal, Indore, Kanpur, Mumbai, Ahmedabad, Bangalore, Coimbatore, Jodhpur, Hyderabad, Chennai, Kota, Jabalpur, Kochi, Agra, Nagpur, Raipur, Surat, Nashik, Mysore, Madurai, Vizag and will soon be present in many more. Home Credit India is headquartered in Gurgaon and total employee strength is over 4,500 and growing.

About Home Credit India:

Home Credit India Finance Pvt. Ltd. is a leading consumer finance provider that is committed to drive credit penetration and financial inclusion by offering financial solutions that are simple, transparent and accessible to all. One of India's leading Non-Banking Financial Companies (NBFCs), Home Credit India has its operations in more than 25 cities across 12 states in the country. Home Credit India is part of Home Credit B.V. (HCBV), an international consumer finance provider with operations in 10 countries across Europe and Asia. The Group employs nearly 60,000 employees who have so far served over 45 million customers through the vast distribution network comprising over 160,000 points of sale, loan offices, branches and post offices.



More information on Home Credit India is available at www.homecredit.co.in

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