



Home Credit announces 'Badi Khushiyan, Choti Kishton Par' Campaign

- Campaign to cover 31 cities across Two-wheelers, Mobiles, Laptops and Electronics

New Delhi, February 20, 2016: Home Credit India Finance Pvt. Ltd., one of India's fast-growing Non-Banking Financial Company (NBFC) that enables progress through consumer finance solutions has announced an exciting campaign- 'Badi Khushiyan, Choti Kishton Par' across 31 cities of the country applicable on the purchase of two-wheelers, laptops, mobiles and consumer electronic products. The campaign will be launched across 3000+ points-of-sales (POS) in 14 states viz. Punjab, Haryana, Delhi-NCR, Uttarakhand, Uttar Pradesh, Rajasthan, Madhya Pradesh, Gujarat, Maharashtra, Andhra Pradesh, Karnataka, Tamil Nadu, Kerala and Chhattisgarh. The campaign is applicable for any mobile/ product worth more than Rs.3000 and customers can also give a missed call at the Phone Number 9004690046 to speak to a Home Credit Loan Expert before making a buying decision. Home Credit's offerings primarily consist of providing in-store financing (direct non-cash loans in retail outlets) to qualified customers looking to purchase home appliances, laptop/tablets, mobile phones and two-wheelers.

Announcing the campaign, **Mr. Manu Pal, Chief Strategy & Marketing Officer, Home Credit India** said, "The 'Badi Khushiyan, Choti Kishton Par' campaign speaks about a very simple concept. Everyone across the world aspires for happiness in life. With Home Credit's loans flexible EMIs, everyone can easily get the joys of life, without worrying about finances."

Home Credit has a presence in over 40 cities across 13 states of India. Home Credit India services its growing customer base of over 5 lakh in the country through a strong network of over 3,000 Points-of-Sale (PoS). The company is a part of Home Credit B.V., an international consumer finance provider with operations in 11 countries across Europe, Asia and North America.

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 nearly 8,000 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 over 40 cities across 13 states in the country. The company has a strong network of over 3,000 Points-of-Sale (PoS) where it services over 500,000 customers through a driven employee base of nearly 8,000. More information on Home Credit India is available at www.homecredit.co.in

Home Credit India is part of Home Credit B.V., an international consumer finance provider with operations in 11 countries across Europe and Asia. The group employs nearly 70,000 employees who have so far served nearly 50 million customers through the vast distribution network comprising over 175,000 points of sale, loan offices, branches and post offices. More information on HCBV is available at www.homecredit.net.

More information on HCBV is available at www.homecredit.net.

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

For more information contact:

Pallavi Sharma / Nidhi Sharma

09650258707/ 09711121757

Pallavi@kommune.in / nidhi@kommune.in