



Press Release

Home Credit announces 'Pay in Parts' Easy Instalments Campaign

- Campaign to cover Pune and Jaipur across Two-wheelers, Mobiles, Laptops and Electronics -

Pune/Jaipur, March 23, 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 easy instalments campaign for customers in Pune and Jaipur applicable on the purchase of two-wheelers, laptops, mobiles and consumer electronic products. Customers can also give a missed call at the Phone Number 9004690046 to speak to a Home Credit Loan Expert about the instalments. 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 'Pay in Parts' campaign aims to educate customers about an easier and more efficient way to pay for their purchases. By 'Paying in Parts', customers can choose instalments according to their comfort and choose not only a more convenient, but a better way to pay. For the campaign, we selected emerging cities like Jaipur and Pune because of their robust consumer buying behaviour, making them attractive growth markets."

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:

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.*

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