



Press Release

Home Credit unveils ‘Bring Home Happiness’ campaign offering borrowers a chance to buy products of their choice this Sankranti

New Delhi, January 11, 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 on the occasion of Pongal/Sankranti in Andhra Pradesh, Tamil Nadu and Karnataka. 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.

The company has a presence in nearly 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.

Announcing the campaign, **Mr. Manu Pal, Chief Strategy & Marketing Officer, Home Credit India** said “We at Home Credit pride ourselves on being a responsible lender and an active participant in the communities in which we operate. India is land of festivals and to add to the celebrations we have launched the campaign through which we are looking at empowering the customers who want to upgrade to better living but do not have access to formal financing channels.”

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 6,000 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 nearly 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 over 6,000. 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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