



Press Release

Celebrate this New Year with Home Credit's 'Nai Saal Ko De Naye Raftaar'

- Campaign to cover 9 states and 13 cities for easy purchase of two-wheelers

New Delhi, January 12, 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, is ringing in the New Year with an exciting 'Nai Saal Ko De Naye Raftaar' campaign. As part of the campaign, customers can buy new two-wheelers and at attractive instalments with quick processing and easy documentation. The promotion will be available in Delhi NCR, Ludhiana, Chandigarh, Jalandhar, Lucknow, Kanpur, Jaipur, Jodhpur, Indore, Bhopal, Coimbatore, Bangalore and Ahmedabad.

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 "Home Credit is known to be an enabler of happiness & progress for people want to realise and live their dreams. More than half of our customers are first time borrowers, which reflects our efforts to become the lender of choice for previously underserved groups of the population who need access to trustworthy, and regulated sources of financing. We at Home Credit pride ourselves on being a responsible lender and an active participant in the communities in which we operate. India is a critical growth market for us and our steady growth till now gives us strength to realise our long-term objective to become the first and most trusted choice for consumer credit in India."

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.

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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