



Press release (Draft)

Ring in the New Year this Ugadi/Gudi Padwa with Home Credit's exciting festival campaign

Or

Upgrade your mobile phone this 'Ugadi/ Gudi Padwa season with Home Credit's exciting Festive Campaign

- Campaign to cover 10 cities for easy purchase of mobile phones and other products-

City name, April 4, 2016: Celebrating the spirit of Ugadi/ Gudi Padwa, **Home Credit India Finance Pvt. Ltd.**, one of India's fast-growing Non-Banking Financial Companies (NBFC) has announced an exciting festival campaign across 10 cities of the country. The campaign promoting purchase of mobile phones across categories is spread at 640+ points-of-sales (POS) covering 10 cities viz. Bangalore, Hyderabad, Mumbai, Mysore, Nagpur, Nashik, Pune, Vizag, Aurangabad and Vijayawada and will run in local languages. It urges customers to ring in the New Year with new purchases to commemorate the auspicious festive spirit. Customers can also give a missed call on the Phone Number 9004690046 to speak to a Home Credit Loan Expert. 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 core idea behind the festive campaign is to spread happiness during Ugadi and Gudi Padwa. The festivals signify new beginnings and shopping for new items with the family is considered to be auspicious and exciting during the period. Through the campaign, we want to give our customers an opportunity to upgrade their mobile phones as well as buy other products without any hassles during the auspicious season."

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.

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