



## Press Release

**Home Credit India provides fast & easy loan approvals for customers in just 5 mins**

## **Introduces “Behtar Zindagi **5** Minute Mein” Campaign**

**New Delhi/Gurgaon, July 28, 2016:** [Home Credit India Finance Pvt. Ltd.](#), one of India's fast-growing [Non-Banking Financial Companies \(NBFC\)](#) focusing on safe lending primarily to first time borrowers, now provides loan approvals in just 5 minutes. In this endeavoring to make the loan process speedier and hassle free for customers, the company announced an easy 5-minute loan approval process for eligible customers across its 4,000 Points-of-Sale (PoS) in 14 states. The company has also launched an innovative “**Behtar Zindagi 5 Minute Mein**” nationwide campaign across partner stores to reach out to more customers. Home Credit's offerings primarily consist of providing in-store financing (direct non-cash loans in retail outlets) to qualified customers looking to purchase consumer durable goods such as [home appliances, laptop/tablets, electronic goods, mobile phones and motorbikes.](#)

**According to Mr. Tomas Hrdlicka, Chief Marketing Officer, Home Credit India Finance Pvt. Ltd.,** “We at Home Credit pride ourselves in being responsible lenders to first time borrowers. With this new initiative, we aspire to make the whole loan application process simpler and faster for our customers who want to progress in their life. Our initiative is a first when it comes to giving hassle-free and quick approvals while keeping in mind the customer's basic needs while applying for a loan. We are optimistic that our efforts will enable us to drive credit penetration as well as help us expand our current customer base even further.”

Home Credit aims to drive credit penetration by offering simple, transparent and accessible loans for [mobile phones, home appliances, laptops and two-wheelers.](#) Besides India, Home Credit B.V has operations in 10 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, Vadodara, Rajkot, Hubli, Ranchi](#) and will soon be present in many more.

### **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 50 cities across 14 states in the country. The company has a strong network of nearly 4,000 Points-of-Sale (PoS) where it services over 800,000 customers through a driven employee base of over 10,000. More information on Home Credit India is available at [www.homecredit.co.in](http://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](http://www.homecredit.net).*

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