



Press Release

Fast-growing NBFC Home Credit India records sales volume of over Rs. 350 Cr in festive season riding on the success of its 0% interest consumer finance loan schemes

- *Sales grew by a substantial 2.5 times in Sep – Oct 2016*
- *85% of Home Credit's products sold under the impactful 0% Interest loans on*

Gurgaon, November 16, 2016: : This festive season was marked with dazzling success for the sales figures at Home Credit India, one of India's fast-growing [Non-Banking Financial Companies \(NBFC\)](#). Leveraging its impressive reach in over 50 Indian cities across 14 states and over 7000 Points of Sale and its 0% Interest Loan Scheme on Smart Phones, Home Credit India celebrates the sales volume of over Rs. 350 crore in the festive quarter that began with Onam and Ganesh Chaturthi and extended till Dussera and Diwali. The company achieved this outstanding feat with **over 85% of its products sold under the 0% Interest Loan Scheme** thanks to tie-ups with leading smartphone brands viz **Gionee, Intex, Lava, Micromax, OPPO, Samsung and Vivo**. Home Credit India's easy and fast loans put smiles on the first time borrowers across the country and realized their dreams of owning the latest trendy smart phones during the festivities this year.

Recording a **2.5 times' growth in sales**, one of the best growth momentum in the industry during the ongoing quarter this year, Home Credit India too has reasons to rejoice this season of happiness. **According to Mr. Artem Popov, Chief Sales Officer, Home Credit India**, "This has been an exceptional festive season for Home Credit. The growth momentum achieved in this festive season will enable us to further accelerate our growth in the country. Our attractive tie-ups with leading smartphone players have especially spread cheer and happiness amongst our customers. We hope to further drive credit penetration in the country through our simple, transparent and easily accessible financial solutions."

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 [mobile phones, home appliances, laptop/tablets, electronic goods and two-wheelers](#).

The company is currently operating in [Agra, Ahmedabad, Allahabad, Aurangabad, Bhopal, Bhuvneshwar, Bangalore, Chandigarh, Coimbatore, Chennai, Cochin, Delhi, Dehradun, Gwalior, Hyderabad, Hubli, Indore, Jabalpur, Jalandhar, Jaipur, Jodhpur, Jamshedpur, Kanpur, Kota, Kolkata, Ludhiana, Lucknow, Madurai, Mumbai, Mysore, Nashik, Nagpur, Pune, Patna, Raipur, Rajkot, Ranchi, Surat, Trivandrum, Vadodara, Vizag, Vijayawada, and Varanasi](#).



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 50 cities across 14 states in the country. The company has a strong network of nearly 7,000 Points-of-Sale (PoS) where it services nearly 2 million customers through a driven employee base of over 17,000.

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 over 85,000 full time employees who have so far served nearly 60 million customers through the vast distribution network comprising over 200,000 points of sale, loan offices, branches and post offices as of June 30, 2016.

More information on HCBV is available at www.homecredit.net.

More information on Home Credit India is available at www.homecredit.co.in

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