



## Press Release

### **Home Credit 0% Interest Loans celebrate outstanding success at the beginning of the Festive Season**

- Tie-ups with leading smartphone brands boosted Sales over 150% -

- *Expecting over 200% growth in sales in the extended festival season of Diwali and New Year –*

**Gurgaon, October 20, 2016:**The start of the festive season with Onam, Ganesh Chaturthi, Durga Puja and Dussera, marks the beginning of an extra bright festive season both the first time borrowers in India and the sales figures at Home Credit India, one of India's fast-growing [Non-Banking Financial Companies \(NBFC\)](#). Home Credit's 0% Interest Loan Scheme on Smart Phones celebrated outstanding success with **over 150% growth of sales** during the start of the season. Home Credit India's exciting tie-ups with multiple smartphone brands viz **Gionee, Intex, Lava, Micromax, OPPO, Samsung and Vivo** gave first time borrowers across the country a reason to smile and realize their dreams of owning the latest trendy smart phones this season.

The global consumer finance major with operations in 11 countries is **targeting over 200%** per cent growth in sales during the forthcoming festive season through its exciting offers and unique tie-ups focusing on speedy and easy loans in 5 minutes.

**Announcing the 150% growth in sales at the start of the season, Mr. Artem Popov, Chief Sales Officer, Home Credit India** said, "We are overwhelmed with the exceptional success of our 0% loans at the beginning of the festive season. The vibe this festive season is very positive so far and we are seeing more and more people upgrade their phones to the latest models with attractive features this season. We are very upbeat about the weeks and months ahead, and are expecting an even greater growth in sales through the peak of the season across the country."

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, Bhubneshwar, Bangalore, Chandigarh, CCoimbatore, 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 nearly 50 cities across 14 states in the country. The company has a strong network of nearly 6,000 Points-of-Sale (PoS) where it services over 1.20 million customers through a driven employee base of over 15,000.

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 nearly 77,440 fulltime employees who have so far served nearly 55.9 million customers through the vast distribution network comprising over 196,000points of sale, loan offices, branches and post offices.

More information on HCBV is available at [www.homecredit.net](http://www.homecredit.net).

More information on Home Credit India is available at [www.homecredit.co.in](http://www.homecredit.co.in)

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