



Press Release

Home Credit India emerges as leading consumer lender in Hyderabadin small ticket loans category with 60% market sharein Q2-FY2016

*- Festive Season tie ups with all leading smartphone brands for 0% loans;
Gionee, Intex, Lava, Micromax, OPPO, Samsungand Vivo–*

Hyderabad,October 13, 2016:According to the recent report by CRIF, a leading international financial analyst firm,Home Credit India, one of India’s fast-growing [Non-Banking Financial Companies \(NBFC\)](#)has captured 60 per cent market share in Hyderabadin the Rs. 0 - 10,000/- consumer durable loans category during Q2 - FY2016.In keeping with its commitment to spread happiness among customers during this festive season, Home Credit India recently announced tie-ups with leading smartphone brands like Gionee, Intex, Lava, Micromax, OPPO, Samsung and Vivoto offer 0% interest loans on mobile phone purchases.

According to Mr. Tomas Hrdlicka, Chief Marketing Officer, Home Credit India Pvt. Ltd.,”Home Credit is delighted to tie up with all the leading smartphone brands to provide loans at 0% to customers. For first time borrowers, who form a large percentage of our customers, we hope to make purchasing a smartphone this festive season, easy, simple and hassle-free!” Speaking about the Hyderabad market, he added, “Hyderabad is an important and vibrant market for Home Credit in India. We launched in the city in 2014 and in a very short span of time already have over 250 POSs in the city are looking forward to expand further to 400 POSs by end of the year.”

The impressive performance of the company in Hyderabad has been attributed to its speedy and hassle free loan process that provides loan approvals for customers in only 5 minutes. The company’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](#). 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](#)

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 over 6,000 Points-of-Sale (PoS) where it services over 1000,000 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.

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

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