

Press Release

Festive Season Bonanza from Home Credit announces 0% interest loans across leading smartphone brands

Ties up with **Gionee, Intex, Lava, Micromax, OPPO, Samsung and Vivo** to offer 0% interest loans across the country

Gurgaon, October 6, 2016: This festive season, first time loan takers and others can realize their dreams of owning trendy smart phones from leading brands with Home Credit's 0% interest loans. **Home Credit India**, one of India's fast-growing [Non-Banking Financial Companies \(NBFC\)](#) announces amazing tie-ups with leading smartphone brands viz. **Gionee, Intex, Lava, Micromax, OPPO, Samsung and Vivo** to offer 0% interest loans on mobile phone purchases.

The global consumer finance major with operations in 11 countries, has recently **crossed the 1 million customers mark** in India and is **targeting 200 per cent growth in sales** during the forthcoming festive season. Through the new tie-ups, customers can buy the latest smartphone models with zero percent interest on flexible installments in nearly 50 cities at over 6000 Point-of-Sales (POS) across the country. In an effort to brighten the festivities for customers, Home Credit brings exciting offers and unique tie-ups focusing on speedy and easy loans with approvals in 5 minutes!

Announcing the association, Mr. Tomas Hrdlicka, CMO, Home Credit India said, "India is the fastest growing smartphone market in the world and we are excited to collaborate with the leading mobile brands in the country this festive season. The season is always the most important time of the year for consumer service companies and we are looking forward to consolidating our presence further by reaching out to maximum numbers of customers this year. Home Credit caters largely to customers who have never taken a loan before; and we are happy to help make their festivities brighter and bigger with new smartphones!"



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 motorbikes.](#)

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 over 12,000 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 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 10,00,000 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 196,000 points of sale, loan offices, branches and post offices.

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

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