



Press Release

Home Credit India emerges as leading consumer lender in Jaipur in small ticket loans category with a staggering growth of 86% market share in Q4-FY2015-16

- Kick starts Festive Season with 0% Loans on leading Smartphone Brands -

Jaipur, September 07, 2016: With a strong focus on Jaipur as a key growth market, Home Credit India, one of India's fast-growing [Non-Banking Financial Companies \(NBFC\)](#) has announced 0% loan on leading smartphone brands like Gionee, Intex, Samsung, OPPO and Micromax in the Pink City. With the onset of the festive season, customers can upgrade to the latest smartphone models by buying their dream product and convert the amount into flexible EMIs with 0% interest.

Home Credit India is focused on responsible lending to primarily first time loan takers and has emerged as leading player in Jaipur and has captured a staggering 86% market share in the Rs. 0 - 10,000/- consumer durable loans category during Q4-FY2015-16, according to the recent report by CRIF, a leading international financial analyst firm.

According to Mr. Tomas Hrdlicka, Chief Marketing Officer, Home Credit India Pvt. Ltd., "We launched in Jaipur in 2014 and it comes as no surprise that it's a star performing city for us. With over 200 Points of Sale and a market share of 86% on the small ticket loan category, we aim to further strengthen this leadership position by further expanding the network in the city to over 400 POSs.". He also added, "With the festive season just around the corner, Home Credit has tied up with major smart phone and consumer durable brands to offer simple and fast loans at 0% interest to consumers buying at this auspicious time. Jaipur has always shown the best response to new initiatives like 0% and has been one of the best performing cities of the country. We are also present in Jodhpur and Kota."

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](#) 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 5,000 Points-of-Sale (PoS) where it services over 800,000 customers through a driven employee base of over 12,000.

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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