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Home Credit India speaks up for first time borrowers in Diwali campaign

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Home Credit India, a local arm of the international consumer finance provider with operations spanning over Europe and Asia and committed to drive financial inclusion in India, has recently launched a new Diwali campaign *Sabki Diwali, Khaas Diwali*. The campaign is supported by the release of TVC on various television channels and social media platforms. The objective of the TVC is to focus on the first time borrowers segment to whom we offer various financing options and establish Home Credit as an inclusive lender.

The TVC portrays Home Credit's commitment to ready access to credit and how small ticket purchases can add meaning to a consumer's life. It illustrates how everyone looks forward to