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

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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

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Home Credit India comes up with new TVC - Sabki Diwali Khaas Diwali

The campaign by Ogilvy India has been supported by the release of the TVC on television channels and social media platforms

by exchange4media Staff
Published - 21 hours ago Updated: Oct 14, 2019 5:43 PM

Home Credit India, a local arm of the international consumer finance provider with operations spanning over Europe and Asia, has recently launched a new Diwali campaign Sabki Diwali, Khaas Diwali.

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Home Credit India Launches "Sabki Diwali Khaas Diwali" Campaign

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Photo Credit :

15 October, 2019
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The TVC illustrates how everyone looks forward to gifts and time with their loved ones, just like the protagonist in the TVC who gifts himself a brand-new smartphone with the help of Home Credit financing so that he can spend time with his family, albeit, virtually over a video call. The Campaign highlights the role of Home Credit in enabling financial inclusion in the lives of many, even the customers with no credit history.

October 14, 2019

Home Credit India Lives To Its Brand Promise Of Broadening Financial Inclusion In Its Latest Diwali TVC- Sabki Diwali Khaas Diwali

Posted by YourChennai / 0 Comment /

Brand, Diwali, financial inclusion, Home Credit India, Sabki Diwali Khaas Diwali, TVC

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Commenting on the Campaign, Mr. Marko Carevic, Chief Marketing & Customer Experience Officer, Home Credit India said, "Festivities play a very important role in our lives and at Home Credit it is our constant endeavour to enhance the quality of life of people through our financial products and services for our customers. We do this by bringing loser to their loved ones and live each moment together. Sabki Diwali, Khaas Diwali Campaign is an