

Shriram Housing Finance Unveils Festive Home Loan Offer for Non-Salaried Borrowers

Mumbai, October 04, 2021: Shriram Housing Finance Limited, a Mumbai-based affordable housing finance company, promoted by Shriram City Union Finance (Shriram City) and part of the Shriram Group has launched festive offers for non-salaried home borrowers. The company has slashed processing fee by 0.50% and offers a 0.50% reduction in interest rates for online home loan applications. The company has also rolled out additional processing fee waiver for borrowers who want to switch from other institutions. To add to the festive spirit, the company offers Gift voucher worth Rs.5000 on every online application disbursed. Borrowers can avail the scheme via the SHFL Home Loan app or the website for a two month period beginning October 4 and ending November 30, 2021.

Shriram Housing Finance has announced these festive offers to attract new borrowers as well as those of other financial institutions who may wish to switch lenders. Interest rates for those with credit scores of above 700 start at 8.4% percent across loan slabs.

Commenting on the festive offer **Mr. Ravi Subramanian, MD & CEO, Shriram Housing Finance** said: "There has been a significant demand revival in the affordable housing segment and the festive season booking trends are looking quite encouraging. Shriram Housing Finance caters to a mix of the affordable and mid-market home loan segments and a majority of our customers are non-salaried where we are witnessing renewed demand for buying homes. The appetite for owning homes among buyers is higher than the demand trend witnessed during the pre-pandemic times in Tier II and Tier III cities. Many customers are also investing in home renovations to expand their living space or upgrade to larger homes. We wish to bring cheer to customers with these festive offers, as the majority of the non-salaried borrowers have faced cash flow stress in the last one-and-a-half years due to the COVID induced pandemic."

To avail the festive offers, borrowers need to follow three simple steps -

- 1) Login to the SHFL home loan app <https://play.google.com/store/apps/details?id=com.novac.shfl> or website www.shriramhousing.in



Shriram Housing Finance Ltd.

Level 3, Wockhardt Towers, East Wing, C-2, G Block, Bandra Kurla Complex, Mumbai - 400051.

Regd Office: No. 123, Angappa Naicken Street, Chennai - 600 001.

CIN : U65929TN2010PLCO78004

- 2) Enter details such as income, loan amount, address proof etc.
- 3) Apply for home loan

About Shriram Housing Finance Limited

Shriram Housing Finance Limited, a Housing Finance Company registered with the National Housing Bank (NHB) and promoted by Shriram City Union Finance Ltd. The company commenced operations in December 2011. Shriram Housing Finance is amongst the fastest growing, profitable Affordable Housing Finance Company with a network of 84 branches, Assets Under Management (AUM) of close to INR 40 Bn and a networth of INR7.7 Bn as of June 2021.

About Shriram Group

Shriram Group is India's leading financial conglomerate with a dominant presence in commercial vehicle (CV) financing, retail financing, chit fund, equipment financing, housing finance, life insurance, general insurance, stockbroking, distribution of financial products, and wealth advisory services. The Group focuses on serving the underserved and is driven by its Financial Inclusion agenda of bringing finance to low-income families and small businesses. Shriram Capital Limited is the holding company for the Financial Services (Shriram City Union Finance, Shriram Housing Finance Ltd. & Shriram Transport Finance Limited) and Insurance entities (Shriram General Insurance & Shriram Life Insurance) of the Shriram Group, created with the primary objective of optimizing the synergies across the Group's entities.

Shriram Group together has an overall customer base in excess of 21.5 Million, around 74,500 employees across 3,950 branches. Net profit of INR 49 billion with Assets Under Management (AUM) of over INR 1.75 trillion (FY21).

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