

NEWS RELEASE

Grihashakti establishes new branch in Coimbatore

~Grihashakti to operate out of a bigger premise to accommodate growing customer demand~

Coimbatore, 19th July 2018 – Fullerton India Home Finance Company Limited which operates under the brand Grihashakti reinstates its commitment and growth plans for Tamil Nadu by establishing its new and bigger branch premise at Mudaliyar Road, RS Puram, Opp. Brookfeild Mall, Coimbatore. Grihashakti is currently present in the State through its branches located at Salem, Trichy, Vellore, Dindugul, Erode, Madurai and Chennai, in addition to its recently opened branch in Coimbatore. Grihashakti was earlier operating in the city through a shared premise with its parent Company Fullerton India, located at Sreevasta Siva Complex, Dr Rajendra Prasad Rd, Coimbatore.

Grihashakti offers home loans in Coimbatore to individuals majorly in the affordable housing segment. The Company also offers services across non-Housing categories, which includes Commercial Property Loans and Loan against Property. The loans offered are competitively priced and the ticket size ranges from Rs 1 lakh to Rs. 5 crore. Grihashakti has also launched ‘Grihalakshmi’ – a home loan product specially designed for women borrowers last year. This product encourages salaried and entrepreneurial women in urban and semi-urban India to help build a home for their family and create asset ownership on the basis of their income. The rate of interest on these loans is competitively priced, from 8.99% onwards for housing loans and 10.50% onwards for non-housing loans. Tamil Nadu is a key market for Grihashakti with a presence in 8 locations as on date and with expansion plans in three more branches in Kumbakonam, Tirunelveli & Tuticorin in this financial year.

Commenting on the expansion plans, **Mr Rakesh Makkar, Chief Executive Officer, Grihashakti – Fullerton India Home Finance Company Limited** said “Coimbatore is among the fastest growing cities with its economy being driven by industrial activities and IT hubs. This has subsequently led to an increasing demand for home loans as well as Loan against Property among business as well as working professionals, who want to settle in this developing region. Coimbatore continues to be an important market for Grihashakti and with the launch of this new and bigger branch, we wish to reinstate our commitment of bringing in more people under the umbrella of organised credit.”

About Grihashakti - Fullerton India Home Finance Company Limited:



Grihashakti is a National Housing Bank registered housing finance company in India and a wholly owned subsidiary of Fullerton India Credit Company Limited. The Company was launched in December 2015 and is headquartered in Mumbai and operates through 62 branches spread across 9 states – Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Andhra Pradesh, Telangana and West Bengal.

About Fullerton India Credit Company Limited:

Fullerton India Credit Company Limited (Fullerton India) is one of India’s leading Non-Banking Finance Companies (NBFC). The total standalone revenue of the company for the fiscal year ending March 2018 stood at Rs. 2,749 crore. As on 31st March 2018, the standalone AUM of the company stood at Rs. 15,776 crore, serving over 19.50 lakh customers through a widespread network of 559 branches spread across 22 states and 3 union territories, reaching out to 600 towns and over 55,000 villages in the

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country. Fullerton India offers several retail finance products for varying needs of customers ranging from rural households to SMEs, in the locations it serves.

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