

PRESS RELEASE

## Piramal Capital & Housing Finance Limited Announces the Launch of its Housing Finance Business in Ahmedabad

- *Sanctioned and disbursed over INR 2000 crores of wholesale (developer) loans in Ahmedabad*
- *In addition, housing finance loan book crossed INR 2400 crore within a year since its inception*
- *Introduces two new home loan products - 'AdvantAGE' & 'Bridge', in addition to the existing popular product 'SUPERLoans'*
- *Plans to expand its housing finance business in key cities of Gujarat like Surat, Rajkot, Vadodara in next 6-8 months*

**Ahmedabad, 29<sup>th</sup> October 2018:** Piramal Capital & Housing Finance Limited (PCHFL), the wholly owned subsidiary of Piramal Enterprises Limited, today announced the **launch of its housing finance business in Ahmedabad**. Currently, PCHFL has a strong presence in wholesale real estate funding in Ahmedabad and now has **launched its retail offerings for home buyers** (salaried and self-employed). The company provides end-to-end real estate financing solutions across the entire capital stack such as structured debt, construction finance, flexi lease rental discounting, housing finance etc. The housing finance business will offer **home loans, loan against property and construction finance** in the Ahmedabad market.

Building on its strong relationships with developer partners in Ahmedabad, PCHFL has **sanctioned and disbursed INR 2000 crores through its wholesale business**. Now with the launch of its retail business, PCHFL will be able to offer holistic financial solutions across the entire spectrum of real estate.

Known for its innovative products that meet the needs of the market and customer, PCHFL today announced the **launch of two new products - AdvantAGE and Bridge**. **AdvantAGE** is a product specially designed for father-son where both father & son pay higher EMI in the initial years and then in the later years the son pays lower EMI for the remaining tenure. Again, **Bridge** is a product for customers who wish to buy a new house but have to wait to sell his/her existing house. Bridge loan gives time to these customers for arranging a right buyer for their existing house and covers the funding gap between purchase of new house and sale of existing house.

In addition to these two products, its existing popular product - **SUPERLOANS** - factors in future income potential whilst assessing the credit parameters for a retail loan to enable customer to purchase their ideal home. SUPERLOANS is designed to enable customers to buy their first home at a much younger age (28 years as opposed to the earlier average of 35 years as the first time home buyers).

Commenting on the launch, **Mr. Khushru Jijina, Managing Director, Piramal Capital & Housing Finance Ltd.** said, "Gujarat is an important growth market for us given its smart city and infrastructure development plans. With our entry into Ahmedabad, we are delighted to announce our foray into this crucial market. Our launch is aligned to our strategy of expanding our presence where there is a growing demand for real estate and home loans. This month marks the **first anniversary of our housing finance business** and we are happy to report that in this one year, our housing finance loan book has **sanctioned & disbursed INR 2400 crore**. We are excited to partner with developers in Gujarat to bolster their business as we enter more cities in the coming months."

PCHFL has a focused strategy to expand its housing finance business which is a combination of multiple elements: a unique business model - B2B2C - (business to developer to customer) which is a

key differentiator; existing robust relationships with developer partners combined with innovative offerings; and a single window that provides end-to-end financing solutions.

The housing finance business of PCHFL has presence in Mumbai, New Delhi, Pune, Bengaluru, Nashik and now, Ahmedabad. Going forward in the next 6-9 months, the company plans to expand its presence in Chennai, Hyderabad, Jaipur, Nagpur, Surat, Vadodara, Navi Mumbai, Rajkot, Indore etc. By 2020, the company plans to have more than 24 branches in Tier 1 & Tier 2 markets in India.

#### **About Piramal Capital & Housing Finance Limited:**

Piramal Capital & Housing Finance Limited (PCHFL), wholly owned subsidiary of Piramal Enterprises Limited (the flagship company of Piramal Group), is registered as a housing finance company with National Housing Bank (NHB) and engaged in various financial services businesses. It provides both wholesale and retail funding opportunities across sectors. In real estate, the platform provides housing finance and other financing solutions across the entire capital stack such as structured debt, construction finance, flexi lease rental discounting etc. The wholesale business in non-real estate sector includes separate verticals- Corporate Finance (CFG) and Emerging Corporate Lending (ECL). CFG provides customized funding solutions to companies across sectors such as infrastructure, renewable energy, roads, industrials, auto components etc. while ECL focuses on lending towards, Small and Medium Enterprises (SMEs).

PCHFL's group companies provides customized strategies for institutional and retail investors such as Mumbai Redevelopment Fund and Apartment Fund (through Piramal Fund Management) and strategic partnerships with leading global pension funds such as CPPIB, APG and Ivanhoe Cambridge.

#### **Awards: Company & Financial Services**

- Best Domestic Fund House by CNBC Awaaz in 2014
- Best Overall Investment Manager (India) by Euromoney's Real Estate Awards for 4 years in a row - 2015, 2016, 2017 and 2018. Additionally, for the first time in Asia in 2018
- Firm of the Year (India) by the PEI Global Private Equity Real Estate (PERE) awards in 2014 and 2016.
- Great Places to Work in Financial Services: 2016, 2017
- MCHI CREDAI Golden Pillar Awards: Piramal Housing Finance - Emerging Home Loan Provider of the Year and Piramal Finance for Leading Real Estate Project Finance Company of the Year

#### **About Piramal Enterprises Ltd:**

Piramal Enterprises Limited (PEL) is one of India's large diversified companies, with a presence in Financial Services, Pharmaceuticals and Healthcare Insights & Analytics. PEL's consolidated revenues were over US\$1.6 billion in FY2018, with around 46% of revenues generated from outside India.

In Financial Services, Piramal Capital & Housing Finance Limited (PCHFL), wholly owned subsidiary of Piramal Enterprises Limited (the flagship company of Piramal Group), is registered as a housing finance company with National Housing Bank (NHB) and engaged in various financial services businesses. It provides both wholesale and retail funding opportunities across sectors. In real estate, the platform provides housing finance and other financing solutions across the entire capital stack such as structured debt, construction finance, flexi lease rental discounting etc. The wholesale business in non-real estate sector includes separate verticals- Corporate Finance (CFG) and Emerging Corporate Lending (ECL). CFG provides customized funding solutions to companies across sectors such as infrastructure, renewable energy, roads, industrials, auto components etc. while ECL focuses on lending towards, Small and Medium Enterprises (SMEs). PCHFL's group companies provides customized strategies for institutional and retail investors such as Mumbai Redevelopment Fund and Apartment Fund (through Piramal Fund Management) and strategic partnerships with leading global pension funds such as CPPIB, APG and Ivanhoe Cambridge. The division has also launched a Distressed Asset Investing platform with Bain Capital Credit - IndiaRF that will invest in equity and/or debt in assets across sectors (other than real estate) to drive restructuring with active participation in turnaround. PEL also has long term equity investments worth ~US\$1 billion in Shriram Group, a leading financial conglomerate in India.

In Pharma, through an end-to-end manufacturing capabilities across 13 global facilities and a large global distribution network to over 100 countries, PEL sells a portfolio of niche differentiated pharma products and provides an entire pool of pharma services (including in the areas of injectable, HPAPI etc.). The Company is also strengthening its presence in the Consumer Product segment in India.

PEL's Healthcare Insights & Analytics business is the premier provider of healthcare analytics, data & insight products and services to the world's leading pharma, biotech and medical technology companies and enables them to take informed business decisions.

PEL is listed on the BSE Limited and the National Stock Exchange of India Limited in India.

#### **For Investors:**

Hitesh Dhadha | Investor Relations  
Contact: +91 22 3046 6444



investor.relations@piramal.com

**For Media Queries:**

Dimple Kapur / Riddhi Goradia | Corporate Communications

Contact: +91 22 3351 4269 / +91 22 3351 4174

Dimple.kapur@piramal.com / [riddhi.goradia@piramal.com](mailto:riddhi.goradia@piramal.com)