

## NEWS RELEASE

**Fullerton India introduces special festive offer for its Personal Loans**

*~ A limited period offer loans from 15<sup>th</sup> to 20<sup>th</sup> September at select branches ~  
~ Personal Loans to Salaried and Self-employed reduced by 100 bps along with 50% reduction in the processing fees ~*

**Ahmedabad, 14<sup>th</sup> September 2017:** Fullerton India Credit Company Limited (Fullerton India), a leading non-banking financial company with a strong pan-India presence, is launching special festive loan offers in Ahmedabad which will be available for the limited period from 15<sup>th</sup> to 20<sup>th</sup> September. The loan rates for salaried professionals and self-employed individuals have been reduced by 100 bps along with a 50% reduction in the processing fee.

This limited period offer is applicable to salaried as well as self-employed individuals who may be new or existing customers with loan ticket size ranging from 50 thousand to 50 lakh. These offers will be exclusively available in Fullerton India's Ahmedabad branch at Jupiter house, Mani Nagar.

Talking about this festive offer, **Mr. Rakesh Makkar, Executive Vice President and Head – Business, Marketing and CSR**, Fullerton India said, "Ahmedabad is one of the fastest-growing cities of the country, thus attracting many seeking to settle down. We have noticed a demand for personal loans ahead of the festive season, and hence we've brought about various festive offers this season enabling customers to plan their finances and expenses without curbing them."

Fullerton India has been committed to improving customer experience through the developments of its digital assets. The company recently announced the launch of Fullerton India ASHA – a self-learning chatbot available on Facebook messenger which provides an interactive medium for customers to apply, submit documentation and receive loan approvals. Bio-metric authentication processes and transaction devices are some of the other unique initiatives introduced by the company in India. Mr. Makkar added, "At Fullerton India, we focus heavily on introducing various digital solutions to offer superior customer experience. Along with the offline modes, customers can also avail loans from us through our various digital platforms."

**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 revenue of the company for the fiscal year ending March 2017 stood at Rs. 1,608 crore. As on 31st March 2017, the AUM of the company stood at Rs. 11,597 crore, serving 17.6 lakh customers through a widespread network of 526 branches spread across 22 states and 3 union territories, reaching out to 600 towns and over 51,000 villages in the country. Fullerton India offers several retail finance products for varying needs of customers ranging from rural households to SMEs, in the locations it serves. In February 2016, Fullerton India launched its housing finance company – Grihashakti. The company is headquartered in Mumbai and operates through 41 branches spread across 9 states – Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Andhra Pradesh, Telangana and West Bengal. Fullerton India is a wholly-owned subsidiary of Fullerton Financial Holdings, Singapore, which is again a subsidiary of Temasek Holdings, Singapore.

Connect with us

**For further information kindly contact:**

14<sup>th</sup> September 2017

- Weber Shandwick | Daylon Dcruz | Tel: +91-9820795501, Email: [ddcruz@webershandwick.com](mailto:ddcruz@webershandwick.com)
- Fullerton India | Ayoshmita Biswas | Tel: +91 22-4224 1450, Email: [communications@fullertonindia.com](mailto:communications@fullertonindia.com)