

DHFL strengthens presence in Kerala

Targets women customers with a 0.25% processing fee, interest waiver

Focuses on low and middle income, affordable housing

Kochi, May 20, 2014: DHFL, the second largest private sector housing finance company in India, today announced the launch of its new branch and two service centres in the State of Kerala. Situated at key locations in Trivandrum, Kollam, Thodapuzha and Pattanamthita, these DHFL offices will offer complete home loan solutions to customers across the region. The Company, in addition to its expansion, is encouraging women customers to come forward to buy their own homes, with a 0.25% waiver on processing fees and rate of interest.

Mr. Rakesh Makkar, President & CDO, DHFL stated *“With a population of 3.3 crore and housing shortage of approximately 8.5 lakh units, Kerala continues to remain a strategic market for DHFL. The need to open these new offices arises out of the need to effectively address the rising demand in the region’s residential property market due to urbanisation, demographic changes and rising household income.*

Considering our focus on providing low and middle income customers with finance, we are now encouraging women to participate in the home buying process, in an effort to empower them.”

DHFL New Office addresses-

DHFL Branch	
Trivandrum	First floor, Twinkle Plaza , Panavila, Thiruvananthapuram, Kerala 695014
DHFL Service Centers	
Kollam	Aradhana Building, High School Junction, Kollam, Kerala - 13
Thodapuzha	2nd floor, Puthari tower, Near KSRTC Bus Stand, Thodupuzha, Idukki (Dist), Kerala- 685584
Pattanamthita	# IX 955,Second floor, Mampra Heights, Pathanamthitta - Kerala 689645

DHFL offers a wide array of home loan products catering to the needs of its customers, including home loan, home extension loan, home improvement loan, plot loan, mortgage loan, leased rental finance and non-residential property loan.

DHFL also refinances project loans essentially for development of low and middle income (LMI) housing projects.

DHFL also offers an array of Fixed Deposit Products for individual as well as trust investors that ensure high yield, safety and liquidity. DHFL Fixed Deposit Products for individual investors also offers an accidental insurance cover of Rs. 1 lakh free of cost to its customers.

DHFL Fixed Deposit Products are rated BWR (FAAA) ensuring high safety and are available across the company's network in 450 locations in India.

Further, DHFL offers customized insurance solutions that are designed in association with leading insurance providers.

About DHFL

DHFL was founded in 1984 by Late Shri Rajesh Kumar Wadhawan with a vision to provide financial access to the lower and middle income segment of the society. Led by Mr. Kapil Wadhawan, CMD, DHFL, the Company is reckoned as one of India's leading housing finance companies in India with a network across 450 locations.

The Company's representative offices in Dubai and London cater to Non-Resident Indians (NRIs) in their requirement for housing finance for purchase of residential properties in India.

DHFL has also been actively involved in areas of Education, Community Development, Health and Sports and has, over the period, associated with NGOs for various programmes that directly benefit Women, Children & Senior citizens of our society. www.dhfl.com

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