



DHFL Launches its New Ad Campaign – 'Home Loan Dilse'

~Features Brand Ambassador, Shah Rukh Khan~

*~Ad Campaign backed by extensive research on the Low and Middle Income (LMI) Segment
for maximum impact & reach~*

Mumbai, September, 2016: Dewan Housing Finance Corporation Limited (DHFL), one of India's largest housing finance companies in the private sector, today launched its new ad campaign "**Home Loan Dilse**" which is an extension of the earlier Ghar Jaisa Loan Campaign. This is the third ad campaign featuring its brand ambassador, Shah Rukh Khan to increase awareness and reverse the dilemma among the LMI segment in India with regards to the decision to own a home of their own.

The "**Home Loan Dilse**" campaign tackles a very pertinent question - what's the right time to buy a home or avail of a home loan? The campaign communicates relatable instances from various stages in people's lives and affirms that the right time to buy a house is when you dream of a home. Right from getting married or after you have a child, from the desire to get rid of a nagging land lord to the need for more space to accommodate a growing family, the customer's needs / reasons for buying a home are never-ending. The campaign messaging is appealing and connects with the real life common man dilemmas and affirms them that the right time is now, thereby strengthening the borrower's trust and confidence in DHFL.

Ms. Sevantika Bhandari, Sr. VP & Head Marketing, DHFL said, "***We are extremely pleased to roll out this campaign which focuses on building a conviction among the LMI segment with regards to owning a home. We at DHFL help our customers transition their dreams of owning a home into a reality. Our first campaign "Ghar Jaisa Loan" was about dreaming of owning a own home, our 2nd campaign was saying no to excuses and telling the customer that the right time to own your dream home is now, and the current campaign tells us that there is no perfect time; the time is now and when you feel like it, just take that first step and own your own home.***"

She further added, "The association with Shah Rukh Khan has further reinforced our connect with the target segment. Shah Rukh in all DHFL campaigns comes across like a friend, philosopher, advisor and an elder brother talking to customers and urging them to take their first step towards home ownership."

Mr. Shah Rukh Khan said "***The ad campaign has been executed in a manner that is simple yet appealing. There are so many instances when customers do not have the adequate recourses to purchase their own home, it is then that housing finance companies like DHFL help these customers achieve that dream. I am confident that the new campaign "Home Loan Dilse?" will appeal to the rationale of the customers and encourage them to take a decision to own a home thereby complementing the vision of DHFL to transform the lives of Indian households by enabling access to home ownership"***



Mr. KV Sridhar (Pops), Chief Creative Officer, SapientNitro said, ***“The new ad campaign has been brilliantly written, acted and directed to address the dilemma faced by a consumer with regards to identifying the right time to purchase his/her own home. The campaign further complements the previous campaigns launched by the company in the last two years. Shah Rukh Khan has immensely contributed in transforming the brand by creating further awareness and making it relatable to the common man who looks to partner or avail a home loan from a company he/she can trust.”***

Mr. Nitesh Tiwari, Director said, ***“I have been associated with DHFL from the launch of the Ghar Jaisa Loan Campaign. DHFL understands the customer and has captured the emotional moments in the life of people when they actually consider buying a house. Shah Rukh Khan is portrayed as an approachable and friendly person in this campaign. We have conceptualized the campaign with great detail basis the indepth insights gathered from the brand over the years. Taking this route has worked for the campaign as people can relate to him as a friend and as an advisor for helping them take the home buying decision.”***

The new ad campaign includes 35 second TV spots featuring in five languages – Hindi, Marathi, Tamil, Telugu and Kannada – in over 40 channels. The campaign will be further leveraged on the digital, press and outdoor media for larger reach and impact amongst the target audience.

Check out the DHFL “Home Loan Dilse” campaign on:

Link: <https://www.youtube.com/watch?v=vOGUD9pJn88>

About DHFL

DHFL was founded in 1984 by Late Shri Rajesh Kumar Wadhawan with a vision to provide financial access for Indians to own a home of their own. Today, led by Mr. Kapil Wadhawan, CMD, DHFL, the company is CARE AAA rated and reckoned as one of India’s leading financial institutions with a large presence across the country, in addition to representative offices in Dubai and London.

Throughout its years of growth, DHFL has stayed true to its core vision of financial inclusion, especially to the low and middle income customers across India. The company’s wide network, coupled with insights into local customer needs, has enabled the company to provide meaningful financial access to customers even in India’s smallest towns. With a strong business foundation, an extensive distribution network, proven industry expertise and a deep understanding of the Indian customer, DHFL is a respected and trusted financial services company in India with a concerted focus towards enabling home ownership to the low and middle income customer. For further information, please visit www.dhfl.com.
