



**KVB Karur Vysya Bank**

*Smart way to bank*

IRC: F48: 131:1052:2019

16.10.2019

The Manager,  
National Stock Exchange of India Ltd.,  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1,  
G Block, Bandra-Kurla Complex,  
Bandra (East), Mumbai 400051

**NSE Symbol: KARURVYSYA**

Dear Sir,

Sub: Press Release titled - "Home Credit India and The Karur Vysya Bank tie up for an unique Joint Lending partnership"

\*\*\*\*\*

With reference to the above mentioned subject and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find attached herewith Press Release titled "Home Credit India and The Karur Vysya Bank Ltd tie up for an unique Joint Lending partnership"

In this connection, Our Bank has made a Press Release. A copy of the same is enclosed for your record.

Kindly take above on record and oblige.

Thanking you.

Srinivasarao M  
Company Secretary

Encl: As above

THE KARUR VYSYA BANK LIMITED  
Investor Relations Cell, Registered & Central Office,  
No.20, Erode Road, Vadivel Nagar, L.N.S.,  
Karur - 639 002.  
☎: 04324-269431,35,40-43, Fax : 04324-225514  
Email: kvbshares@kvbmail.com  
Website : www.kvb.co.in  
CIN : L65110TN1916PLC001295

### Press release

#### **Home Credit India and Karur Vysya Bank tie up for an unique Joint Lending partnership**

- *Home Credit pioneers joint lending partnerships for unsecured portfolio.*

**New Delhi, October 16, 2019:** Home Credit India (HCIN), a local arm of the international consumer finance provider with operations spanning over Europe and Asia, and committed to drive financial inclusion in India has for the first time tied-up with Karur Vysya Bank (KVB) for joint lending. The recent RBI guidelines has led the industry to explore partnership avenues in the new framework with the aim to reach out to the large unbanked customer base.

With the objective of empowering customers, HCIN is committed towards driving credit penetration and broadening financial inclusion through responsible lending in the country. Keeping in mind the convenience of the customer, under this first of its kind agreement, Home Credit and KVB will disburse the loan as a single amount to the customer. The uniqueness of this partnership is in the end-to-end automated processing by which the customer gets real-time approval and disbursement.

Speaking about the tie-up, **Mr. Anirban Majumder, CFO, Home Credit India** said, “Our partnership with Karur Vysya Bank is unique in the unsecured lending space and we are confident that this partnership will prove mutually beneficial for both the organizations. Under this arrangement, Home Credit India will facilitate the sourcing and servicing of the loans originated under this scheme, while, underwriting will be done jointly on real time basis on a fully digitized platform. With this partnership and by leveraging the lower cost of funds of KVB, Home Credit India will be able to reach out to a new segment of customer. Going forward, Joint Lending is a successful and practical way of lending for NBFCs and I am pleased that we have pioneered the same with a strong player like Karur Vysya Bank. I look forward to this partnership successfully serving the underserved segment and broadening Financial Inclusion in India.”

**Mr. P R Seshadri, Managing Director and CEO, Karur Vysya Bank** said, “Karur Vysya Bank is a key player in the retail lending space. We process loans through an app based end-to-end paperless solution that is unique in the industry. We are delighted to partner with Home Credit. We are sure that their global experience, knowledge and expertise will add great value to our business. This partnership will help us leverage HCIN’s large data base, reach out to a segment which we have not pursued aggressively in the past and we will be able to provide other banking products to these customers, as well.”

Retail lending is seeing robust growth in volumes and transactions across all portfolios due to the rising aspirations of Indian customers. NBFCs are also set to gain in these partnerships as it results in lower costs of funding loans. Therefore, joint lending for unsecured loans is seen as a viable business growth proposition.

Home Credit is a pioneer in the category of providing real time loans to the underserved and unbanked by offering flexible finance options on smartphones and home appliances. These financing options are simple, transparent and accessible to all that can be availed easily as the company has a strong network of around 29,000 points-of-sale (PoS) across 179 cities. Home Credit provide loan options on leading smartphones and consumer durable brands like LG Electronics, Samsung, Nokia, Oppo, Sony, Voltas and others to upgrade to a better lifestyle.

**About Home Credit India:**

Home Credit India Finance Pvt. Ltd. is a local arm of the international consumer finance provider with operations spanning over Europe and Asia and committed to drive financial inclusion in India. The company is committed to drive credit penetration and financial inclusion by offering wide financial solutions that are simple, transparent and accessible to all. With largest penetration in sub Rs. 10,000 category, Home Credit India has an employee base of over 15,000 and has been consistently expanding operations since its entry in 2012, with its operations spread over 179 cities across 20 States in India. The company has a strong network of around 29,000 points-of-sale (PoS) and is growing with a customer base of around **10** million customers, driven by Pan-India expansion across major markets, a range of diversified and innovative products backed by superior customer experience. For more information, visit [www.homecredit.co.in](http://www.homecredit.co.in)

(Leader in sub Rs.10,000 category of consumer finance lending as per CRIF Report March 2019)

For more information, visit [www.homecredit.co.in](http://www.homecredit.co.in)

**About Karur Vysya Bank**

Karur Vysya Bank is a 103-year-old scheduled commercial Bank, headquartered in Karur, Tamil Nadu. The Bank has a total business of about Rs. 1,10,000 crores with a deposit base of about Rs. 60,000 crores and loans book of about Rs. 50,000 crores. KVB has its footprints across 23 States and Union Territories of the country with a branch network of 779. The bank has been widely recognized as one of the best banks in the country in terms of business, technological innovation and customer service by several financial publications and other institutions / organizations. Always in the forefront in delivering customer supportive products and services by adapting technology, KVB now offers in-principle sanction of retail loans within 15 minutes and commercial loans within a day through an end-to-end paperless and digital solution, the first and only such solution offered by a commercial bank in the country.

For more information, visit [www.kvb.co.in](http://www.kvb.co.in)

Sd/-

G R Sairaj  
General Manager