

SEC/FILING/BSE-NSE/23-24/68A-B

June 30, 2023

BSE Limited
P. J. Towers,
Dalal Street, Fort,
Mumbai – 400 001.
Scrip Code: 511218

National Stock Exchange of India Limited
Listing Department
Exchange Plaza, 5th Floor,
Plot no. C/1, G- Block,
Bandra-Kurla Complex,
Mumbai – 400 051.
NSE Symbol: SHRIRAMFIN

Dear Sirs,

Sub.: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations) - Press Release

Please find enclosed herewith a press release issued by the Company in relation to execution of service agreement with One 97 Communications Limited (“Paytm”) to augment digital financial services including distribution of credit.

The press release will also be hosted on the Company's website – www.shriramfinance.in

Thanking you.

Yours faithfully,

For **SHRIRAM FINANCE LIMITED**

U BALASUNDARARAO
COMPANY SECRETARY & COMPLIANCE OFFICER

Encl. a/a

Shriram Finance Limited

(Formerly known as Shriram Transport Finance Company Limited)

Corporate Office : Wockhardt Towers, Level - III, West Wing, C-2, G-Block, Bandra - Kurla Complex, Bandra (E), Mumbai - 400 051, Maharashtra. Ph: +91 22 4095 9595

Registered Office: Sri Towers, Plot No.14A, South Phase, Industrial Estate, Guindy, Chennai - 600 032. Tamil Nadu, India. Ph: +91 44 4852 4666

Website : www.shriramfinance.in | Corporate Identity Number (CIN) - L65191TN1979PLC007874

Paytm partners with Shriram Finance Limited, strengthens its loan distribution business to drive credit inclusion

- Offers its platform for Shriram Finance for digital credit for merchant loans and consumer loans
- Empowers users with easy to access loans by combining Paytm's large user base and its digital loan distribution technology with Shriram Finance's deep risk understanding, geographical reach and strong collections capabilities
- Expands access to credit with innovative lending products to boost the credit ecosystem in India and drive financial inclusion

One97 Communications Limited (OCL) that owns the brand Paytm, India's leading payments and financial services company and the pioneer of QR and mobile payments, today announced a partnership with the largest retail NBFC in India, Shriram Finance Limited to offer financial services to its users including loan products. Through this partnership, Shriram Finance's products will be made available on Paytm's platform digitally to further expand access to credit and drive financial inclusion in the country..

With this partnership, the two brands are coming together to augment digital financial services including distribution of credit. Paytm has redefined the traditional brick and mortar model of loans distribution with digital-first credit distribution, ensuring last mile access to users. This strategic partnership combines Paytm's wide reach and technology infrastructure with Shriram Finance's lending expertise as the largest retail NBFC in India. Powered by Paytm's fintech leadership as a loan service provider (LSP) focussed on compliance and quality of loans, this partnership will integrate Shriram Finance wide geographical presence across the country especially rural areas.

With its technology-led lending, Paytm has strengthened the credit ecosystem by partnering with marquee financial institutions to digitally distribute loans. To start with, merchants on the Paytm network will get a chance to avail loans from Shriram Finance and then it will be extended to consumers loans.

Umesh Revankar, Executive Vice Chairman - Shriram Finance Ltd said, "India is witnessing high growth in retail credit demand, it is only likely to increase with greater participation from rural and semi-urban India. A lot of this demand will come from digitally literate, young generation brought up in mobile telephone proliferation era and those having comfort in having all their transactions through handheld devices. To take advantage of this opportunity while staying true to our ethos of serving the unserved and underserved, and vision of becoming the most preferred financial services destination, Shriram Finance has collaborated with the pioneer of mobile payments, Paytm, across the country."

Vijay Shekhar Sharma, Founder and CEO, Paytm said, "Our commitment to expand credit distribution gets further boost with our new strategic partner Shriram Finance. We are happy that

together we will be able to create credit offerings to serve small merchant partners and entrepreneurs of India.”

Bhavesh Gupta, President and COO, Paytm said, “Through digital distribution of credit, we are deepening access to financial services with our wide range of loan products distributed in partnership with marquee lenders. We are happy to onboard Shriram Finance as our latest marquee partner, as we continue to drive growth momentum in the credit distribution business while remaining focussed on digital lending compliance and quality of loans. With Shriram Finance’s strong presence, especially in Southern India, we aim to boost access to credit by empowering users across the country with simplified loans distribution.”

With Assets under management of ₹1,85,683 Crore, 2,922 branches and employee strength of 64,052, Shriram Finance is the largest retail NBFC in India. Shriram Finance caters to 7 million customers across India, driven by the self-employed ecosystem in India.

Paytm is a leading platform for loan disbursements and collection that leverages the payment ecosystem to facilitate its lending partners to distribute loans and collect the same. With a vast merchant network of more than 34 million and average monthly transacting users (MTU) of 92 million, the company offers Shriram Finance access to a wider user base to distribute its comprehensive range of products.

About Paytm:

Paytm is India's payment Super App offering consumers and merchants most comprehensive payment services. Pioneer of mobile QR payments revolution in India, Paytm’s mission is to bring half a billion Indians into the mainstream economy through technology-led financial services. Paytm enables commerce for small merchants and distributes various financial services offerings to its consumers and merchants in partnership with financial institutions.

Paytm media contact: corpcomm@paytm.com

ABOUT SHRIRAM FINANCE:

Shriram Finance Limited is the flagship company of the Shriram Group and is India’s largest retail asset financing Non-Banking Finance Company (NBFC) with Assets under Management (AUM) of Rs. 1.85 lakh crore. Shriram City Union Finance Limited and Shriram Capital Limited were amalgamated with Shriram Transport Finance Company Limited and the name of Shriram Transport Finance Company Limited has been changed to Shriram Finance Limited with effect from November 30, 2022. Established in 1979, Shriram Finance is a holistic finance provider catering to the needs of Small Road Transport Operators and small business owners and is a leader in organised financing of pre-owned commercial vehicles and two wheelers. It has vertically integrated business model and offers financing number of products which include passenger commercial vehicles, loans to micro and small and medium enterprises (MSMEs), tractors & farm equipment, gold, personal loans and working capital loans etc. Over last 44 years, it has developed strong competencies in the areas of loan origination, valuation of pre-owned



commercial vehicles and other assets, and collections. It has a pan India presence with network of over 2,922 outlets and an employee strength of more than 64,052 servicing over 73.24 lakhs of customers.

ABOUT SHRIRAM GROUP:

Shriram Group is India's leading financial conglomerate with a dominant presence in commercial vehicle (CV) financing, retail financing, chit fund, equipment financing, housing finance, life insurance, general insurance, stockbroking, distribution of financial products, and wealth advisory services. The Group focuses on serving the underserved and is driven by its Financial Inclusion agenda of bringing finance to low-income families and small businesses.

For any queries, please contact –

Rajesh Chandramouli – President Corporate affairs

9840063508

rajesh.c@shriram.com