

## Shriram Housing Finance Announces Special Offer for Mother's Day on Affordable Home Loans

**Mumbai, 12 May, 2023-** Shriram Housing Finance Limited (SHFL), a leading affordable housing finance company, marked Mother's Day by offering a 50% waiver on processing fees for home loans for mothers. The special offer is available to our potential customers who apply for the Home Loan via our Direct2Customer app - SHFL ACE which is available on the android platform. The special offer aims to make home loans from SHFL more accessible to women, especially mothers.

Commenting on the launch of the home loan special offer for mothers, **Ravi Subramanian, MD & CEO, Shriram Housing Finance** said, "We are pleased to announce this special home loan processing fee waiver scheme for mothers on the occasion of Mother's Day for the entire month of May. It's a tribute to the mothers who efficiently balance various responsibilities and their role in nurturing and shaping lives. This initiative is a part of our commitment to empowering women to invest in their dream homes and secure their family's futures. We hope to see more mothers availing of our special home loan scheme."

This initiative is part of SHFL's ongoing efforts to provide affordable and accessible housing finance solutions to its customers, especially women who have a strong credit track record. Currently, the company has close to 2000 loans outstanding amounting to around 5% of the loan book worth of loans taken by self-employed mother-son or mother-daughter duos. The company has a strong presence in the self-employed segment across tier 3 and beyond regions and a wide range of home loan products. SHFL is committed to helping every Indian family realize their dream of owning a home.

"At SHFL, we are committed to making homeownership accessible and affordable for everyone, regardless of their background or circumstances. This scheme is a small step towards achieving that goal," added **Mr. Subramanian**.

### Offer details

Special Processing Fee for Mother's Day

50% Off on processing fee

Home loan upto ₹ 25 Lakhs



**Shriram Housing Finance Ltd.**

Level 3, Wockhardt Towers, East Wing, C-2, G Block, Bandra Kurla Complex, Mumbai - 400051.

Regd Office: No. 123, Angappa Naicken Street, Chennai - 600 001.

CIN : U65929TN2010PLCO78004

## Validity

Valid from 14 May till 14th June, 2023

## How to avail

Visit our website : [shriramhousing.in](https://shriramhousing.in) or Download SHFL Ace App

<https://onelink.to/shflace>

## Terms & Conditions

- This is a limited-period offering
- GST as applicable.
- Credit at the sole discretion of SHFL.
- For detailed terms and conditions, visit the website



**MOMS** CAN AVAIL SPECIAL HOME LOAN OFFER USING THE **SHFL ACE APP**.

GET **50% OFF**

— ON PROCESSING FEE —

Offer available from May 14 to June 14, 2023 for new customers only.

 Download App

 GET IT ON Google Play

T&C apply.

## About Shriram Housing Finance Limited

Shriram Housing Finance Limited, a Housing Finance Company registered with the National Housing Bank (NHB) and promoted by Shriram Finance Ltd. The Company commenced operations in December 2011. Shriram Housing Finance Limited is amongst the fastest growing, profitable Affordable Housing Finance Company with a



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# SHRIRAM



## HOUSING FINANCE

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network of 131 branches, Assets Under Management (AUM) of over INR 80 Bn as of Mar 2023. The company is the highest-rated affordable housing company at AA+/Stable by CRISIL, India Ratings and CARE. Shriram Housing Finance is a Great Place to Work-Certified™ organisation.

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