

## Shriram Housing Finance Ties Up with DocOnline to Offer Healthcare Benefits to Customers

**Mumbai, 19 Jul, 2023-** Shriram Housing Finance Limited (SHFL), a leading affordable housing finance company and DocOnline, a leading digi-physical healthcare provider to over five million families in India, today announced a tie-up to offer quality health and wellness benefits to the customers of SHFL.

The partnership aims to enhance healthcare affordability and accessibility for customers and further address the growing need for convenient and quality healthcare services among homeowners and their families. With this association, the customers of SHFL, will gain access to a wide range of healthcare services of DocOnline, including doctor consultations (digital as well as physical), pharmacy benefits, preventive health check-ups and discounts on healthcare spending with subscriptions starting at INR 10,000 annually per family. Customers can subscribe to the plans at SHFL branches or via the DocOnline website.

Commenting on the partnership **Ravi Subramanian, Managing Director & CEO, SHFL** said, "At Shriram Housing Finance, we strive to provide holistic solutions that cater to our customers' evolving needs. Based on the customer insights derived we found that customers in the affordable housing finance segment have gaps in healthcare, which impact their repayment capabilities at times. Thus we decided to partner with DocOnline to fulfil those needs and enhance customer experience. We have introduced a customised subscription-based healthcare plan keeping in mind the segment of our customers. This partnership underlines our commitment to going beyond finance and focusing on the overall welfare of our customers."

Also commenting **Manasije Mishra, Managing Director, DocOnline**, said, "We are delighted to partner with Shriram Housing Finance to extend our quality healthcare services to 1.36 lakh of their customers. This collaboration aligns perfectly with our mission of providing trusted healthcare to many. Our strengths in product innovation, clinical quality and customer focus combine well with Shriram Housing Finance's commitment to enriching customer experience. We look forward to helping the affordable segment of homeowners and their families live happier, healthier lives."



## 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 network of 131 branches, Assets Under Management (AUM) of over INR 90 Bn as of Jun 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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CIN : U65929TN2010PLC078004