

## [Home Credit India to Expand Operations in Tamil Nadu, Aims 2,000 Distribution Points by 2018](#)

*Home Credit India Finance Pvt. Ltd., one of India's fastest growing non-banking financial company, is aiming to expand its presence in Tamil Nadu.*

Online PR News – “28-December-2017” - Planning to ramp up point-of-sale network, employee headcount

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Chennai, December 8, 2017: Home Credit India Finance Pvt. Ltd., one of India's fastest growing non-banking financial company, is aiming to expand its presence in Tamil Nadu. After launching its operations successfully in Chennai, Madurai, Coimbatore, Tirupur and Dindigul, the company plans to expand its footprint in new markets with the aim of making its products and services available to a larger customer base.

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As part of the expansion plans, Home Credit India is aiming to increase its point-of-sale (PoS) network across the state to 2,000 from the current 650 by end of 2018. By December 2017, the company is targeting to have 750 PoS in the state. To support this expansion, the company plans to ramp up its employee base by hiring 220 people more next year. With this ramp up, the total headcount will increase to over 625 from the current 405.

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For Chennai too, the company has lined up ambitious expansion plans. Through a strategy of contiguous expansion, Home Credit India aims to expand its PoS network to 700 from the current 409 by December 2018 along with hiring more employees to support expansion.

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Announcing the expansion plans, Mr. Artem Popov, Chief Sales Officer, Home Credit India Pvt. Ltd., said, Tamil Nadu is a huge market for us and critical to our growth strategy. Our customer-centric approach, innovative and affordable offers along with easy financial solutions has provided us an opportunity to not only expand operations in the state, but across the country. We are confident that with consumers' ongoing focus on value, we will continue to expand our services and market presence in the years to come.

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In terms of products, Home Credit India is currently offering 0% interest on 95% of all mobile phones in Tamil Nadu. The company plans to launch 0% interest offer on various leading home appliance brands soon through a series of promotional campaigns.

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Recently, Home Credit India unveiled its refreshed brand identity and logo with a new tagline of Now You Can. The new branding showcases Home Credit India as a global fintech company that is transforming the way the world shops through simple and seamless financing solutions. In its new avatar, Home Credit India aims to make things that matter the most to customers more affordable through advanced technology,

pan-India footprint, and presence at the point of sale, be it in store or online. The company has also launched a one of its kind Online Mini Cash Loan product.

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About Home Credit India

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Home Credit India Finance Pvt. Ltd. is a leading consumer finance provider that is committed to drive credit penetration and financial inclusion by offering financial solutions that are simple, transparent and accessible to all. One of India's leading Non-Banking Financial Companies (NBFCs), Home Credit India has its operations in 89 cities across 20 states in the country. The company has a strong network of over 20,000 Points-of-Sale (PoS) where it services over 5 million customers through an employee base of over 19,000 as of date. Home Credit India has been recognized by Aon Hewitt as a Regional AON Best Employer 2017 for employer excellence.

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About Home Credit Group:

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Home Credit India is part of Home Credit Group, an international consumer finance provider with operations in 10 countries where there is high potential to grow. Founded in 1997, we focus on responsible lending primarily to people with little or no credit history. Our services are simple, easy and fast. We operate in highly attractive markets with significant barriers to entry. We are a leading provider of consumer finance in selected countries. It is our experience and knowledge across the different markets, which sustainably puts us ahead of our competitors. We drive and broaden financial inclusion for the unbanked population by providing a positive and safe borrowing experience the first for many of our customers. We promote higher living standards and meet borrowers financial needs. Our 155,000 employees have so far served over 90 million customers through a vast distribution network comprising nearly 400,000 points of sale, loan offices, branches and post offices.

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More information on Home Credit India is available at [www.homecredit.co.in](http://www.homecredit.co.in)

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More information on HCBV is available at [www.homecredit.net](http://www.homecredit.net)

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