

[DHFL Launches a National Influencer Outreach Program](#)

Dewan Housing Finance Corporation Limited, Mumbai (DHFL), India's second largest housing finance company in the private sector

Online PR News â€“ 27-November-2015â€“ Mumbai, 25 November, 2015: Dewan Housing Finance Corporation Limited, Mumbai (DHFL), India's second largest housing finance company in the private sector, today launched a national influencer outreach program in a bid to reach out to the tech-savvy younger generation in the age group of 18-25 years. This segment turns out to be the main influencer group for the prospective home loan customers in the LMI segment. The Company has launched two infomercials as part of the initiative to educate customers on the intricacies of home loans and would be launching a new video every month to update the customer on various home loan queries. This video will not only educate the customer on easy accessibility to home loans but also will imbibe confidence within them for buying their dream home.

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The infomercials launched by the Company plans to convey the message to the younger generation that it is very simple to avail a home loan besides also educating them on the processes involved for applying for a home loan. The duration of each infomercial is close to 3 minutes and will be showcased across all digital mediums. The Company will also conduct workshops through its large network in the Tier II and Tier III locations. The video plans to reach out to over 5 lakh viewers through various social networking platforms.

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The need for an educational approach arose because of the myths surrounding home loans and the indecisiveness on part of customers when it comes to applying for a home loan. The insights for the infomercials have been drawn from the expertise that DHFL enjoys for over three decades of servicing the low and middle income customer in the tier 2 and 3 towns and also through surveys conducted by the Company.

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The video will further help increase awareness amongst the online searches on home loans which stands at four and half lakh people seeking home loan information every month.

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Speaking on the initiative, Mr. Harshil Mehta, CEO, DHFL said, The launch of our national influencer outreach initiative is a strategic move towards imparting knowledge to prospective home buyers, and complements the larger objective of the Indian Government of achieving housing for all by 2022.

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The educative series is a step towards educating the target segment about the various benefits of a home loan and how the entire process can be made simple and convenient, thereby enabling them to take a well informed decision for buying their dream home.

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This influencer outreach program will further complement the recently launched Bahanas ad campaign by the Company to address the myths surrounding home loans. The infomercial will be showcased across branch networks and various digital platforms that are specifically targeted towards the LMI customers or the younger generation of LMI customers. It will be promoted on YouTube, Google+, News Websites, Flickr, Pinterest, SlideShare, Entertainment Websites and high traffic online portals for maximum impact and reach.

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The campaign will also be promoted on DHFLs Facebook page, Twitter handle and LinkedIn to reach out to a larger audience. The infomercial would also be launched on the DHFL website to impart knowledge to prospective customers that visit the website for information on home loans.

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DHFL has been at the forefront of providing a range of innovative products & services to its customers. With its pro-customer approach, the company addresses the rising need to resolve customer queries with regards to the home loan through this educative series.

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Infomercial Details:

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Infomercial 1

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Title: Basics of Home Loan

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Youtube Link - <https://www.youtube.com/watch?v=MkcoGLYIEZ4>

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Infomercial 2

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Title: Process of availing Home Loan

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Youtube Link - <https://www.youtube.com/watch?v=Q4yl4KJgcV4>

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About DHFL

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DHFL was founded in 1984 by Late Shri Rajesh Kumar Wadhawan with a vision to provide financial access for Indians to own a home of their own. Today, led by Mr. Kapil Wadhawan, CMD, DHFL, the company is CARE AAA rated and reckoned as one of Indias leading financial institutions with a large presence across the country, in addition to representative offices in Dubai and London.

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Throughout its years of growth, DHFL has stayed true to its core vision of financial inclusion, especially to the low and middle income customers across India. The companys wide network, coupled with insights into local customer needs, has enabled the company to provide meaningful financial access to customers even in Indias smallest towns. With a strong business foundation, an extensive distribution network, proven industry expertise and a deep understanding of the Indian customer, DHFL is a respected and trusted financial services company in India with a concerted focus towards enabling home ownership to the low and middle income customer. For further information, please visit www.dhfl.com.

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