

PRESS RELEASE

Aditya Birla Housing Finance launches “Happy Home Loan” Brand Film

Mumbai, November 18, 2024 - Aditya Birla Housing Finance Limited (ABHFL), a fully-owned subsidiary of Aditya Birla Capital Limited, India’s leading, well-diversified financial services company, today unveiled its brand film, “*Happy Home Loan Journey*.” Built on the company’s core brand philosophy of ‘Happiness,’ the film is a celebration of the joy and emotional fulfilment that comes along with homeownership.

The film goes beyond the traditional process of home loans, delving into the personal and emotional journey of finding and creating a home—where happiness, comfort, and security become a lived reality. The concept of the brand film stems from an in-depth study of customer behaviour, highlighting the common struggles like endless paperwork, search for assistance and real-time updates. ABHFL, through the film, promises a hassle-free experience with “NO Bhaag Daud” for its customers.

The “*Happy Home Loan Journey*” film showcases key features that embody ABHFL’s brand promise:

- **Express Loan Sanction**
- **Customized solutions tailored to individual needs**
- **Unique ‘Track My Loan’ feature**
- **100% digital onboarding and doorstep service**

Mr. Pankaj Gadgil, MD & CEO of Aditya Birla Housing Finance Ltd., said, “*At ABHFL, we believe that home is the foundation of the fondest memories, and we strive to make the journey to a dream home a hassle-free experience. Through our brand film, we aim to reflect this emotional depth, demonstrating that our commitment goes beyond financial assistance to truly support our customers as they build their dream home. By placing ‘Happiness’ at the heart of our brand, we are reaffirming our dedication to enriching the lives of those we serve.*”

The brand film will be launched across digital and social platforms, ensuring the message resonates with a diverse audience across age groups.

With this new campaign, ABHFL is setting a new standard in housing finance category by committing to a simple and stress-free home loan experience with customer satisfaction and happiness at its core. By embedding ‘Happiness’ into its brand

philosophy, ABHFL aspires to be a trusted partner in every customer's journey to homeownership, ensuring each step brings confidence, comfort, and joy.

To watch the brand film, click on - [ABHFL Brand Film](#)

About Aditya Birla Housing Finance Limited

Aditya Birla Housing Finance Limited ("ABHFL"), a subsidiary of Aditya Birla Capital Limited is a fast-growing housing finance company ("HFC") in India. ABHFL is registered with the National Housing Board (NHB) as a non-deposit accepting housing finance company and commenced operations in October 2014. As of September 30, 2024, ABHFL manages assets under management of over Rs. 23,236 Crore. ABHFL has significantly expanded its footprint to 150 branches as of September 30, 2024. This is reflected in its long-term credit rating of AAA (Stable) by CRISIL, ICRA & India Ratings, and short-term credit rating of A1+ by CRISIL, ICRA & India Ratings.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is a registered Core Investment Company ("CIC") and the holding company of the financial services businesses. Through its subsidiaries/JVs, ABCL provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by over 55,000 employees, the businesses of ABCL have a nationwide reach with over 1,470 branches and more than 200,000 agents/channel partners along with several bank partners.

As of September 30, 2024, Aditya Birla Capital Limited manages aggregate assets under management of over Rs. 5.0 Lakh Crore with a consolidated lending book of Rs 1.38 Lakh Crore through its subsidiaries/JVs.

Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 50% of the Group's revenues flow from overseas operations that span over 40 countries in North and South America, Africa, Asia, and Europe.

For more information, visit www.adityabirlacapital.com.

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