

KIFS Housing Finance Launched its Branches in Gujrat

~Announces launch of Regional Office~

Ahmadabad January 11, 2018: KIFS Housing Finance Pvt Limited, The KIFS Group promoted housing finance company, has strengthened its presence by expanding its operations in Gujrat by launching its Regional Office at Ahmadabad along with Branch offices Baroda and Rajkot . KIFS HFC provides housing finance to lower income consumer segment both salaried and self-employed with monthly income ranging between Rs 7000 to Rs 50000.

KIFS Group :

KIFS Group having a formidable presence in Stock & Security trading , Portfolio Management Services, Real Estate & Bullion trading has further strengthen its business by entering in to retail housing finance market with KIFS Housing Finance .

The Company has established its presence in the state of Maharashtra , Rajasthan , Madhya Pradesh & Gujrat by launching 15 Branches and 4 Regional Offices servicing more than 40 Districts and 300 Talukas .

KIFS Housing Finance will increase its loan disbursement to 2000 Crore by 2019-20 through a presence of 100 Branches spread pan India and cover more than 1000 towns across India .

The Group further aims to get into Banking in near future .

Please find the detailed address for the above locations as below:

Location	Address
Ahmedabad	304# Ten 11 Complex , Opp Yes Bank , CG Road , Ahemdabad 380009
Rajkot	Office No – 202 Shyamprabhu Complex , Harihar Chowk , Rajkot 360001
Baroda	107 # 1 st Floor ; Pancham Highstreet , Old Parada Road, Vadodara 390015

Speaking on the occasion, Mr Swarnpal Singh Bais MD & CEO, KIFS Housing Finance said, “Opening of new branches in Gujrat is an important milestone in our quest to expand our footprint in the Western India and showcases our dedication and commitment to empower the EWS and LIG segments to own a home. These branches will allow us to provide one stop solution to the housing finance needs of EWS and LIG segments with an array of home finance options thereby giving impetus to the vision of “Housing for All by 2022”.

KIFS has set a target of increasing its loan book to INR 2000 crore by the end of the financial year 2019-20. To achieve this target, the company has taken the path of mass drives to spread awareness amongst this target segment about financial, legal and technical issues, property related issues, documentation etc. KIFS HFC conducts high contact, high involvement activities which fosters personal interaction and problem solving through various activities in Tehsil’s and Taluka Places .

KIFS Housing Finance offers an array of home loan products including home loans, home improvement loans, home extension loans, plot loans, self-construction loans, loans against property, balance transfer

and top ups. The company also provide the commercial loans for Shop and office purchase which is an unique product for this segment . KIFS Home Loans provides **home loans** upto **Rs. 35 lakhs**.

The urban housing requirement falling under the economically weaker section and the low income group stands at 97% of the total shortfall. These are predominantly self-employed individuals and fall under the informal segment.To address this situation, KIFS HFC has launched a first of its kind 'No Income Proof Product,' for these informal segment customers with a monthly income ranging from INR 5,000 to INR 30,000. This product will facilitate affordable housing finance to this large untapped segment of the society that do not have easy access to financial assistance due to irregular cash flows and lack of proper income documents.

The company also assists its customer to get home loan products bundled with Life insurance to its customers to shield them from defaulting on their home loan EMIs due to unforeseen incidents.