

## **HDFC - Is how millions of Indian's spell the word Home**

HDFC Ltd. was established in 1977 with the primary objective of encouraging home ownership by providing long-term finance to households. Over the years, it has turned the concept of housing finance for the growing middle class in India into a world-class enterprise with an excellent reputation for professionalism, integrity and an impeccable service.

HDFC a pioneer and leader in housing finance in India has assisted more than 10.2 million families to own a home of their own and is recognized as one of the best managed companies in India today.

HDFC's strength has been its pioneering value-added services, delivered through; a specialist team of trained and experienced professionals. Be it having advanced capabilities in the area of processing loan applications, offering customized home loan products, bouquet of flexible repayment options to serve its growing clientele, providing technical guidance in respect of documentation or liaising with property developers. HDFC has consistently had an impeccable record of customer friendly services which it delivers through a wide network of 737 offices.

HDFC has been described as a model housing finance company for developing countries with nascent housing finance markets. It has provided assistance to over 20 countries across Asia, Africa and East Europe to set up their housing finance companies.

HDFC has been receiving several awards and accolades in housing and real estate sector. Some recent awards & recognitions include

Awarded as the 'Best performing housing finance company' under PMAY in Oct 2022. Awarded as 'Best Performing Primary Lending Institution' under CLSS for EWS/LIG category and second best for MIG category by Honorable Prime Minister Shri. Narendra Modi in 2018. Awarded as the 'Best Private Sector Financial Institution' for PMAY-CLSS at PMAY- Affordable Housing Awards 2019. Winner under "Large Enterprises – Services Sector" category at Financial Express CFO Awards 2023. Awarded as 'Company of The Year' at The Economic Times Awards For Corporate Excellence for the year 2020. Awarded as the "Best Home Loan Provider" at the 12<sup>th</sup> CNBC-AWAAZ Real Estate Awards. Euromoney awarded HDFC with the Best Loan Finance Bank & Best Overall Bank for Real Estate in India 2014. HDFC won the top Indian company under 'FIs/NBFCs/Financial Services' category for the Dun & Bradstreet Corporate Awards 12 times since 2009, also as India's Leading Housing Finance Company at the Dun & Bradstreet BFSI and Fintech Awards 2023 for 6 years. Apart from these HDFC has been adjudged as Best Home Loan Provider by almost all media houses that have instituted such an award.

HDFC has emerged as a financial conglomerate with presence in banking, insurance (for life and general), asset management, a real estate venture fund and education finance.

### **HDFC's Products & Services**

HDFC offers the widest range of Home Loans and each product is designed to meet specific needs of the customer. Some of its other products and services include the following:

#### **Home Renovation Loans**

This loan facilitates internal and external repairs and other structural improvements like painting, waterproofing and roofing, plumbing and electrical works, tiling and flooring, grills and aluminum windows, compound walls, construction of underground/overhead water tank, bore well etc. An existing borrower finance can be up to 100% of the cost of improvement while a new customer can borrow up to a maximum of 90% of the cost of improvement. The term of the loan is a maximum of 15 years.

### **Home Extension Loans**

HDFC provides Home Extension Loans specifically to facilitate the extension of an existing dwelling unit. The maximum amount of such a loan is 90% of the cost of extension. The term of the loan is a maximum of 20 years.

### **Loan Against Property**

HDFC provides Home Equity Loans to facilitate meeting of expenses such as higher education of children, marriage expenses, medical expenses etc. The loan is granted against the security of a dwelling unit that is owned and occupied by an individual. An existing customer can borrow a maximum of 60% of the market value of the dwelling unit while a new customer can borrow a maximum of 50% of the market value of the property (including the cost of land).

### **Loans to Professionals for Non Residential Premises (NRP)**

These are loans exclusively for professionals such as doctors, chartered accountants, lawyers and other self-employed professionals for construction, purchase, extension or renovation of their office or clinic. Customers can avail a maximum amount of up to 80 % of the cost of property.

### **Plot Loans**

HDFC provides loans for purchase of land for constructing a residential house, a maximum of 80% of the cost of land and a maximum term of 15 years.

### **Home Loans for NRIs**

Apart from the regular home loans, NRIs can also avail HDFC's home improvement loans, home extension loans and land purchase loans for residential housing.

4<sup>th</sup> May 2023