

Piramal Finance launches five all women branches; aims to foster culture of diversity and inclusion

The company has 404 full service branches across Bharat serving over 3 million customers.

Aims to be present in 1,000 small towns and cities through 500 to 600 branches over the next 5 years.

Mumbai, July 5, 2023: Piramal Capital & Housing Finance Limited, widely recognized as Piramal Finance and a wholly owned subsidiary of Piramal Enterprises Limited ('PEL'), today announced the launch of five all-women branches. Appropriately named 'Maitreyi,' the branches exemplify the Company's unwavering commitment to fostering diversity and providing women with equal opportunities in the workforce.

As part of Piramal Finance's strategic expansion plan, these full-service branches located in Ajmer Road in Rajasthan, Chattarpur in New Delhi, Mohali in Punjab, Mumbai in Maharashtra, and Tripunithura in Kerala will have a dedicated team of 7 - 15 women employees. This approach ensures a diverse and talented workforce that can effectively cater to the needs of customers.



Jairam Sridharan, MD, Piramal Finance inaugurates the company's first all women branch.

The 'Maitreyi' branches offer a range of services, including home loans and MSME loans, with the potential for additional features based on customer demand and preferences. These locations have been thoughtfully selected to ensure they align with the needs and preferences of customers, as well as to support Piramal Finance's overarching business strategy and cater to our target markets.

'Maitreyi' holds great significance as it represents a wise, intelligent and knowledgeable lady, embodying the Company's belief in the remarkable talent and potential of women professionals who will shape their own destinies while serving customers' financial needs. The 'Maitreyi' branches represent a significant step towards empowering women and providing them with equal opportunities in the financial services workforce. The



company aims to empower women employees and inspire women nationwide, hence emphasizing its commitment to diversity and inclusion, equal opportunities and a diverse workforce.

On the inauguration of 'Maitreyi' branch, **Jairam Sridharan, Managing Director of Piramal Finance**, said, "We are delighted to inaugurate the 'Maitreyi' branches, a significant step towards fostering gender equality and empowering women in the financial services sector. This women-only branch not only demonstrates our commitment to diversity and inclusion but also serves as a testament to the talent and capabilities of women professionals. Through our branches, we aim to provide simplified, efficient, and impactful lending solutions that cater to consumer financing needs."

Piramal Finance is among the largest Housing Finance Companies (HFCs) in the country and offers a variety of loan products, including housing and MSME loans, to cater to the customers of Bharat in medium and small towns in India. It is rapidly expanding its footprint in Tier II and III cities of Bharat. The Company's Innovation coupled with the *phygital* strategy, has helped develop a multi-product retail-lending platform to enhance its ability to serve the people of Bharat.

As on 31st March 2023, the Company has a network of 404 branches across 26 states of India and over 3 million customers. It further aims to be present in 1,000 locations through 500 to 600 branches over the next five years.

About Piramal Capital & Housing Finance Limited:

Piramal Capital & Housing Finance Limited (referred to as Piramal Finance), a wholly owned subsidiary of Piramal Enterprises Limited (flagship company of the Piramal Group), is a housing finance company engaged in retail and wholesale lending.

In retail lending, Piramal Finance is one of the leading players that address the diverse financing needs of the under-served and unserved people of the 'Bharat' market. It has over 1 million customers and a presence in 26 states with a network of 404 branches. It offers multiple products, including home loans, loans against property, used car loans, and small business loans to Indian budget-conscious customers at the periphery of metros and in Tier I, II, and III cities. In wholesale lending, it caters to both real estate as well as non-real estate sectors and offers multiple products including construction finance, structured debt, and senior secured debt.

For more information visit: piramalfinance.com

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