

Piramal Finance Unveils '*Parakh*': Celebrating Trust, Intent, and Inspiring Customer Journeys in Bharat's Lending Story

Mumbai, January 15, 2025: Piramal Capital & Housing Finance Limited (Piramal Finance), a wholly owned subsidiary of Piramal Enterprises Ltd ("PEL"), has launched *Parakh*, a series of short films that go beyond traditional advertising to depict the real lives of borrowers. Produced in 5 regional languages across Uttar Pradesh, Maharashtra, Tamil Nadu, Karnataka, Andhra Pradesh, and Telangana, these films showcase the intent (Neeyat) of borrowers alongside documentation, highlighting how Piramal Finance's customer-first approach transforms aspirations into reality.

The *Parakh* series is anchored by celebrities such as Neelesh Misra, Nivedita Saraf, Brahmaji, Nizhalgal Ravi, and Vinaya Prasad, who bring these powerful, real-life stories to the forefront. *Parakh* features authentic stories of real customers shared through candid conversations with local celebrities. The films highlight individuals and small business owners navigating financial challenges, underscoring Piramal Finance's dedication to fostering economic inclusion and supporting underserved borrowers.

Speaking about the initiative, **Arvind Iyer, Head of Marketing at Piramal Finance**, said: "*Parakh is more than just an initiative for us at Piramal Finance; it's a reflection of our commitment to understanding our customers beyond paperwork. It's about recognizing their true intent and aspirations. These real, unfiltered stories highlight individuals who, despite challenges, take the important step to seek support and turn their aspirations into reality. Through Parakh, we're showcasing the humanity behind the numbers and redefining what lending means in India. Our belief in 'Doing Well and Doing Good' drives us to build an empathetic financial system, one that empowers individuals to achieve their goals, no matter how big or small. These authentic stories not only demonstrate our impact but also reshape the narrative of lending in India.*"

The films will premiere on Piramal Finance's YouTube Channel, leveraging a platform that resonates with audiences nationwide. By spotlighting authentic and diverse experiences, *Parakh* aligns with Piramal Finance's overarching brand philosophy of *Hum Kaagaz Se Zyada Neeyat Dekhte Hain*.

Suyash Khabya, CCO at The Womb, said: "*As advertising creatives, we are usually bound by duration, but this was a content idea. Parakh gave us the chance to delve deeper into the lives of our customers...to tell stories that are often overlooked by conventional advertising.*"

No studio, no cast. Everything was genuine, raw, and real. We felt the smell of their soil when we met the customers, and that reflects in the content. Parakh is a series of human stories presented by celebs like Neelesh Misra, Nivedita Saraf, and more who anchored it for us.

The year-long journey was quite a humbling experience for all of us at The Womb and Piramal Finance."

Links to the films:

Hindi 1: https://www.youtube.com/watch?v=BfM_wmsgmXQ&t=81s
(Anchored by Neelesh Misra | Sabr ki Parakh - Patience)

Hindi 2: <https://www.youtube.com/watch?v=JK2yjHMTN0s>
(Anchored by Neelesh Misra | Hausle ki Parakh - Resilience)

Marathi: <https://www.youtube.com/watch?v=O8v5178At7Q>
(Anchored by Nivedita Saraf | Hetunchi Paarakh – Will)

Tamil: <https://youtu.be/ULw7KommFyU>
(Anchored by Nizhalgal Ravi | Thannambikkaiyin Aaiv - Hope)

Telugu: <https://www.youtube.com/watch?v=8XSmZkOmcKM>
(Anchored by Brahmaji | Shramajeevi Sadhinchina Sameeksha – Hard work)

Kannada: <https://www.youtube.com/watch?v=yiZNGPXjWd8>
(Anchored by Vinaya Prasad | Tyaagada Sameeksha – Sacrifice)

As part of its Neeyat-driven proposition, Piramal Finance stands out by supporting genuine borrowers and enabling their financial progress. *Parakh* reflects the company's commitment to bridging financial gaps and uplifting underserved communities across India.

With 508+ branches across 13,000 pin codes, Piramal Finance serves over 4.2 million customers with a team of 13,700+ professionals. Serving predominantly Tier 2 and Tier 3 markets, it leverages digital innovation to lead retail financing in India. Its portfolio includes Home Loans, Small Business Loans, Loans Against Property, Used Car Loans, and Unsecured Loans. The company has also expanded its co-lending network through partnerships with Digital India's Common Service Centers and the Central Bank of India.

Womb Credits:

Co-founders: Kawal Shoor and Navin Talreja

CEO: Anurag Gupta

COO: Heval Patel and Dhaval Jadwani

CCO: Suyash Khabya

Creative: Sohil Wadhwan, Naimish Shrivastava, Makarand Berde and Hrishikesh Paranjape

Planning: Sneha Raina

Account Management: Rajat Pandey, Deepshikha Dutta

Director - Pinaki Bose

Production House - White Owl Productions

About Piramal Capital & Housing Finance Limited:

Piramal Capital & Housing Finance Limited (Piramal Finance), a wholly owned subsidiary of Piramal Enterprises Limited (flagship company of the Piramal Group), is a leading Non-Banking Financial Company - Housing Finance Company (NBFC-HFC) 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 1.3 million active customers and a presence in 26 states with a network of 508 conventional branches, as on 30th September 2024. 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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