

“ACCHE DIN” FOR 50 ODD AFFORDABLE HOME-BUYERS IN NAGPUR WHO GOT PMAY SUBSIDY WORTH RS. 1CR!

It gives us immense pleasure to announce that Home First Finance has successfully passed on almost Rs 1Cr subsidy to 50 odd customers in Nagpur under Pradhan Mantri Awas Yojna's (PMAY) CLSS Initiative. The beneficiaries would be getting an EMI reduction of approximately Rs 2,000/- effective immediately.

Our hon. Prime Minister Mr. Modi launched PMAY on 25th June, 2015 with a mission to provide housing to 3 crore Indians by 2022 - **“Housing for All”**, one of the most prominent verticals of the Yojana is Credit Linked Subsidy Scheme (CLSS).

In a span of a year or so we have become one of the leading contributors under the PMAY-CLSS initiative. Till date, we have facilitated in giving away subsidies worth **Rs 55.70 Cr.** to **2838** customers across India.

Our goal - Serving the housing loan needs for the first-time home buyers. **Our focus** – Providing loans to lower and middle-income individuals who are unable to avail home loans from big financial institutions due to various factors. Home loans usually range between Rs. 5 – 50 lakhs.

We specialize in catering to people who do not have income proofs. Most of our customers are Salaried professionals who receive their salaries in cash like fabricators, contractual workers of companies like WCL, machine operators in Ordinance factory; In Nagpur, we have quite a few Self-employed customers belonging to *Itwari Market* like kirana shop owners, small traders, electricians, carpenters, etc. Till date we have touched over 15,000 families in this segment, i.e. over 1500 crores worth of loan sanctions. Now people of Nagpur can even avail the subsidy on constructing their own homes!

CREDAI Nagpur Metro over the years have been the torch bearer in the affordable housing space, working towards building residences which are typically built for this segment. We have been successful in fostering strong alliances with Nagpur's leading projects like SDPL Greens, SDPL Ashray, Kanchan Ganga, Sky Kasturi Nagar and other leading developers. Mr. Anil Nair – President CREDAI Nagpur Metro (our chief guest), Mr. Gaurav Agarwala – Hon. Secretary CREDAI Nagpur would grace the occasion.

Our motto has always been to serve the under-served and we strive hard to spread some happiness!

