

PRESS NOTE

**Aditya Birla Housing Finance opens a new branch in
Ahmedabad, Gujarat**

~ 18 branches in Gujarat; 144 branches pan-India~

Ahmedabad, September 24, 2024: Aditya Birla Housing Finance Limited, a fully owned subsidiary of Aditya Birla Capital, India's leading, well-diversified financial services company, has inaugurated its new branch in Ahmedabad. The company now operates 18 branches across the state, and has a total of 144 branches, nationwide.

The new branch supports Aditya Birla Housing Finance's strategic goal of expanding into high-growth markets while offering customised financial solutions. Aditya Birla Housing Finance's diverse portfolio features products such as Pragati Home Loans starting at just Rs 5 Lakhs and Micro LAP (Loan Against Property) starting at Rs 50 Lakhs, tailored to meet various customer needs and turn homeownership dreams into reality.

This expansion also reinforces Aditya Birla Housing Finance's position as a leading mortgage provider in Gujarat and demonstrates its commitment to strengthening its distribution network in Ahmedabad to meet the rising demand for Home Loans (HL) and Loans Against Property (LAP).

With Gujarat's flourishing residential market, particularly in the affordable housing segment, Aditya Birla Housing Finance remains committed to making secured lending solutions more accessible for homebuyers. This new branch will enable more customers to leverage Aditya Birla Housing Finance's expertise in home financing solutions across India.

Aditya Birla Housing Finance Limited, a subsidiary of Aditya Birla Capital Limited, is a non-deposit accepting housing finance company, registered with the National Housing Bank (NHB). Commencing operations in October 2014, the company has significantly expanded its footprint across the country. As of June 30, 2024, Aditya Birla Housing Finance manages assets under management of over Rs 20,399 Crore. The robust growth is reflected in its strong credit ratings, with a long-term rating of AAA (Stable) from both ICRA and India Ratings, and a short-term rating of A1+ from ICRA & India Ratings.

About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is the holding company for the financial services businesses of the Aditya Birla Group. Through its subsidiaries/JVs, ABCL provides a

**Aditya Birla Housing
Finance Ltd.**



HOME LOANS

comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycle. Powered by over 50,000 employees, the businesses of ABCL have a nationwide reach with over 1,505 branches and more than 200,000 agents/channel partners along with several bank partners. As of June 30, 2024, Aditya Birla Capital Limited manages aggregate assets under management of Rs. 4.63 Lakh Crore with a consolidated lending book of Rs 1.27 Lakh Crore through its subsidiaries/JVs.

Aditya Birla Capital Limited is a part of the US\$66 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500. Anchored by an extraordinary force of over 187,000 employees belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 50% of the Group's revenues flow from overseas operations that span over 40 countries in North and South America, Africa, Asia, and Europe. For more information, visit www.adityabirlacapital.com.

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