

## PRESS NOTE

### **Piramal Finance & Piramal Housing Finance conferred with Two Prestigious Awards at CREDAI MCHI Golden Pillar Awards 2018**

- Leading Real Estate Project Finance Company of the Year
- Emerging Home Loans Provider of the Year

**Mumbai; May 7, 2018:** Piramal Finance and Piramal Housing have been awarded with the 'Leading Real Estate Project Finance Company of the Year' and 'Emerging Home Loans Provider of the Year' awards respectively at the CREDAI MCHI Golden Pillar Awards 2018 held on May 5, 2018 in Mumbai.

**On receiving the awards, Mr. Khushru Jijina, MD, Piramal Finance & Piramal Housing Finance said,** "We are honored to receive these prestigious awards at the CREDAI MCHI Golden Pillar Awards 2018. At Piramal, we are committed to setting new benchmarks for ourselves and raising the bar in the industry with our customer centric approach and deep rooted partnerships across industries. This award is a fitting testament to the efforts put in by every member of Piramal team who have contributed to this platform. In a market that is focused more on transactional relationships, we at Piramal, have successfully built a model of long term and rooted partnerships with developers with the ability to cater to their requirements across the entire capital stack. Such recognitions are a great source of encouragement and serve to further motivate us to achieve newer and higher goals."

Instituted by MCHI-CREDAI, The Golden Pillar Awards are the most prestigious recognition in the Indian real estate industry. MCHI-CREDAI has served the real estate sector for many decades and have earned the respect and trust of everyone consistently. MCHI CREDAI Golden Pillar Awards 2018 is first of its kind award show that aims to recognize, encourage and promote excellence in real estate profession and to celebrate highest level of achievements in the real estate sector.

#### **About Piramal Finance Limited:**

Piramal Finance Limited, wholly owned subsidiary of Piramal Enterprises Limited (the flagship company of Piramal Group), is engaged in financial services business. Piramal Finance provides both wholesale and retail funding opportunities within real estate and non-real estate sectors. The platform is capable of funding across the entire capital stack ranging from early stage private equity, structured debt, senior secured debt, construction finance as well as Flexi Lease Rental Discounting (within real estate). Piramal Fund Management also has a third-party fiduciary business advising institutional and retail investors alike through customized fund strategies such as the Mumbai Redevelopment Fund focused on slum rehabilitation and the Apartment Fund focused on bulk buying individual units as well as larger separate account mandates with leading global pension funds such as CPPIB, APG and Ivanhoe Cambridge. Piramal Housing Finance Limited (PHFL), a subsidiary of PFL, is registered with National Housing Bank (NHB) as a Housing Finance Company since 28th August 2017. PHFL offers home loans, loans against property and construction finance for small developers. With retail housing finance under financial services it has become one-stop shop in the real estate finance space offering customized solutions for each stakeholder ranging from the developer to the end-customer.

**About Piramal Housing Finance:**

Piramal Housing Finance, a subsidiary of Piramal Finance Limited, enables a natural progression towards the retail segment i.e. home loans, loans against property and construction finance for smaller developers. By relying on the wholesale finance and fiduciary business which caters to the entire life cycle of a real estate project right from early stage equity to senior secured debt and construction finance, Piramal Housing Finance is able to leverage existing relationships with multiple stakeholders (developers, distributors), a sharper focus on the end customer, substantially reduced TATs in both credit scoring and disbursement, use of technology as an enabler and a unique set of differentiators to propel growth within the home finance segment.

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