



PRESS RELEASE

Godrej Capital introduces LAP 25, an industry-first product offering with a 25-year loan tenure

- *Tenure of up to 25 years, making LAP 25 an industry-first product offering*
- *Repayment flexibility through Design Your EMI*
- *Godrej Capital's flexible offering focuses on becoming a preferred lender for the SME segment*

Mumbai, June 30, 2022: Godrej Capital Limited (GCL), through its subsidiaries, today announced the launch of a new offering in its Loan Against Property (LAP) portfolio called LAP 25, an industry-first product offering with a tenure of up to 25 years. The offering is primarily focused on Small and Medium Enterprises (SMEs) to allow flexibility of lower outflows during the loan term.

With its bouquet of flexible offerings, Godrej Capital strives to be the preferred lender for the SME segment. With 'Design Your EMI' being the focal point, Godrej Capital is looking to address the nuance of seasonal and uneven cash flows, which are characteristic to SMEs in India. For example, eligible customers can choose to pay only interest for up to the first three years of the loan; enabling efficient use of the financing availed. To further enhance the options of availing flexible repayments, soon, Godrej Capital will also launch an option to pay Installments quarterly or bi-monthly (once in 2 months).

Godrej Capital aims to grow its balance sheet by INR 6000 crores by 2023 and INR 30,000 crores by 2026.

Commenting on the product introduction, Manish Shah, MD & CEO, Godrej Capital, said: *"The product offerings that we bring in are the basis of our learnings from the growing consumer segmentation & micro clusters that we have engaged with. Our intent and approach have always been to address the credit supply gap through fair, fast, and flexible offerings. As we expand, the introduction of LAP 25, an industry-first product offering, further highlights our focus on flexibility to empower our consumer base".*

As part of Godrej Capital's strategic expansion, LAP 25 will also be available in soon-to-be-launched locations of its subsidiaries - Chennai, Indore, Jaipur, Chandigarh, Surat, and Hyderabad besides the existing markets of Mumbai, Pune, Delhi NCR, Ahmedabad, and Bengaluru.

About Godrej Capital:

Godrej Capital is the financial services arm of the Godrej Group. It is a subsidiary of Godrej Industries and is the holding company for Godrej Housing Finance & Godrej Finance.

With a digital-first approach and a keen focus on customer-centric product innovation, Godrej Capital offers home loans and Loans Against Property. It is positioned to diversify into other customer segments and products. The company is focused on building a long-term, sustainable



retail financial services business in India, anchored on the Godrej Group's 125- year legacy of trust and excellence.

Godrej Capital specializes on learning and development across its employee base and is committed to diversity, equity, and inclusion as a guiding principle. Its entity, GHF, is Great Place to Work®- Certified and was recognized by Economic Times as the Best Organization for Women for 2022.

Godrej Capital currently has its footprint across Mumbai, Bengaluru, Delhi NCR, Ahmedabad, and Pune. It will be soon operational in Chandigarh, Hyderabad, Chennai, Indore, Surat, and Jaipur.

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