



Indiabulls Housing Finance Limited

Branch Network, Sales Team and Outreach Programme

Extensive Branch Network

- 220+ branches in 110 cities across India
- Presence in all major Tier I and Tier II cities



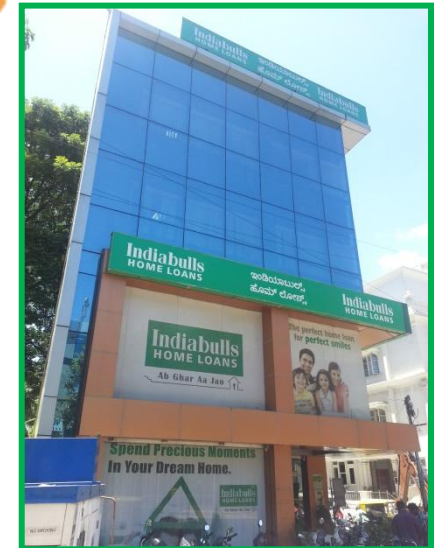
Jaipur Branch, Rajasthan



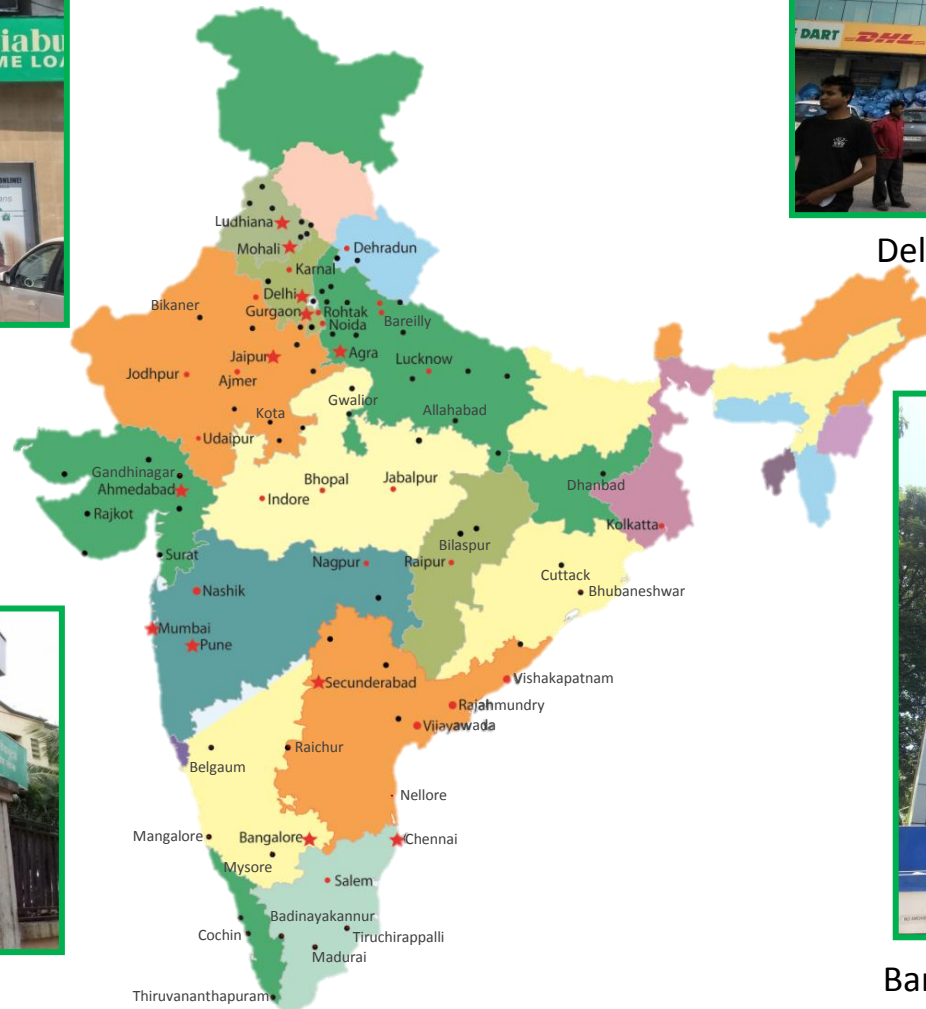
Delhi Branch, New Delhi



Virar Branch, Maharashtra



Bangalore Branch, Karnataka



Extensive Branch Network

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- Presence in all major Tier I and Tier II cities



Ahmedabad Branch (Nikhol), Gujarat



Mumbai Branch (Kalyan), Maharashtra



Surat Branch, Gujarat



Mangalore Branch, Karnataka



Nellore Branch, Andhra Pradesh

Specialised team for underwriting

- Centralized underwriting team for SENPs
- Branch office for Home Loans – Salaried / MSCs for SENPs



Branch office for home loans



Centralized underwriting team



Master service centre for SENP

Direct Sales Team

- 3,200+ dedicated direct sales team
- Reward and recognition program – AABHAR



Zone-wise awards and recognition programs

Builder Outreach

- Branding across Pan-India builders
- 5,500+ Pre-Approved Projects
- Activation and engagement through innovative branding tools
- Sales team presence at more than 400 builder sites, on weekends as well



Property allotment



Project inaugural launch



Dedicated sales team at Builder Sites



On-spot loan sanction



Approved project signage

Builder Outreach



Inter-builder cricket matches



Soft sanction at project pre-launch



Policy and product updates via builder meets



Customer education via builder newsletters

Exhibitions and Events

- Platform for brand awareness and lead generation
- Engagement with prospective builders to build long-term relationships
- Participation in all property expos being held across the country



MCHI – Mumbai, Maharashtra



Griha Pravesh- Hosur, Tamil Nadu



Customer interaction – New project launch



Branch loan festival – Amritsar, Punjab

Corporate engagements

- Activation across corporates to reach out to blue and white collar employees
- Creating awareness about Indiabulls Privilege Program through group presentations
- Spot sanctions during such activations
- Dedicated teams for handling work sites



Hero Motors Group, Bhiwadi, Haryana



Vizag Steel Plant, Vizag, Andhra Pradesh



Essar Steel, Rajkot, Gujarat



Hyundai Motors, Mumbai, Maharashtra

AAWAS Property Show

- Indiabulls Housing Finance Limited's flagship property show
- Held nationally across corporates and at stand-alone venues
- Offering exciting property deals with home loans at attractive terms under one roof



Kolkata, West Bengal



Mumbai, Maharashtra



Pune, Maharashtra



Coimbatore, Tamil Nadu

Festive outreach program

- Brand awareness and recall
- Leveraging every occasion to engage with potential and existing customers



Holi



Mothers Day



Fathers Day



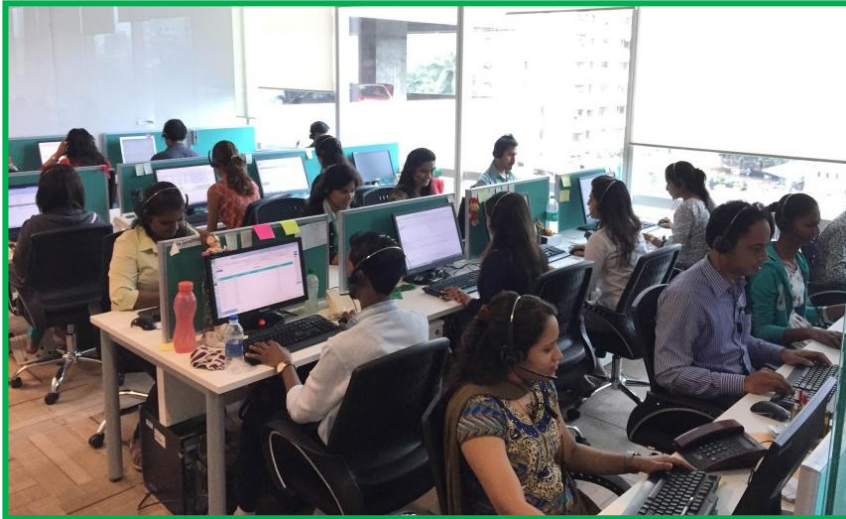
Independence Day



Corporate Engagement

Customer care

- State-of-art call centre set up
- Equipped with latest technology such as predictive and intelligent diallers along with automatic call distributor



Centralized Customer Care Assistance from Mumbai

-
- Well-trained and qualified team of 110 employees
 - 99% call back in less than 3 hours
 - Dedicated follow-up team for new customers

Internal trainings

- Regular training for all employees across levels and departments
- Offline and online training modules
- On-going evaluation post training



Training on sales excellence,
Noida, Uttar Pradesh



Induction for New Joiners,
Mumbai, Maharashtra



Training at off-site with team building activities, Udaipur, Rajasthan

- 100% team trained with minimum 5 man days for sales and 3 for credit team
- Internal Training via in-house / external faculty
- External Training at renowned institutes such as IIM-A, etc.

Thank you