

March 03, 2025

**BSE Limited**

Corporate Relationship Department  
25<sup>th</sup> Floor, Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai - 400 001.

**BSE Scrip Code: 524000**

**National Stock Exchange of India Limited**

The Listing Department,  
Exchange Plaza,  
Bandra- Kurla Complex, Bandra (East),  
Mumbai - 400 051.

**NSE Symbol: POONAWALLA**

Dear Sir / Madam,

**Subject: Press Release**

Press Release titled 'Poonawalla Fincorp Launches Industry-First Digital Prime Personal Loan for Salaried Professionals' is being issued by the Company which is enclosed herewith for your reference.

Kindly take the above intimation on record.

Thanking You,

Yours faithfully,

**For Poonawalla Fincorp Limited**

**Shabnum Zaman  
Company Secretary  
ACS-13918**

**Enc: As above**

Poonawalla Fincorp Limited

**CIN:** L51504PN1978PLC209007

**Registered Office:** 201 and 202, 2nd floor, AP81, Koregaon Park Annex, Mundhwa, Pune - 411 036

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## Poonawalla Fincorp Launches Industry-First Digital Prime Personal Loan for Salaried Professionals

*Fully digital, 24x7 accessibility, instant approvals for up to 15 Lakhs, tailored for today's professionals*

**Mumbai, March 03, 2025** - Poonawalla Fincorp, a Cyrus Poonawalla Group promoted NBFC arm focused on Consumer & MSME Lending, has launched **PL Prime Digital 24x7**, an industry-first fully end-to-end digital personal loan offering designed to meet the needs of salaried professionals seeking quick and convenient access to credit.

This industry-first financial product is set to redefine the personal lending segment by offering a seamless and instantaneous borrowing experience around the clock to salaried professionals of prime corporates. The PL Prime Digital 24x7 Loan enables eligible customers to bypass traditional loan processes and avail loans up to ₹15 lakh in just 15 minutes through a completely paperless process. It also provides the flexibility to choose longer EMI tenures and comes with a zero collateral requirement. The PL Prime Digital 24x7 will be available on the company's mobile app, website and with authorised partners.

**Commenting on the launch, Mr. Arvind Kapil, MD & CEO, Poonawalla Fincorp, said:** "Access to credit should be seamless, efficient, and tailored to the fast-moving lives of professionals. Whether it's an urgent financial requirement or a planned expense, PL Prime Digital 24x7 is an absolute industry-first solution for prime customers. We are addressing the demand for an end-to-end digital solution that eliminates the paperwork and delays, making funds available when they are needed the most. This initiative is built on our unwavering commitment to a risk-first approach, deep customer insights and accelerated efforts to consistently leverage technology solutions to transform the lending landscape. By providing 24/7 accessibility, instant approvals, and a fully digital journey, we aim to empower salaried professionals of prime corporates with a reliable financial solution, and set a new benchmark in digital lending."

The personal loan segment in India has grown by 27% year-on-year, indicating the increasing reliance on unsecured credit for planned and unplanned expenses. The launch of PL Prime Digital 24x7 reaffirms Poonawalla Fincorp's commitment to its risk first lending approach by adjusting the pricing based on the risk calibration. The company continues to adopt this approach to identify newer opportunities in the lending landscape and deliver innovative solutions while addressing the demand in the current credit environment. Additionally, it is using disruptive technology solutions to simplify the lending process, create customer delight, and enhance experiences, which are the company's top priorities.

This new product will further strengthen the distribution of PL Prime Business, which was recently launched by the company.

For more details, visit the [website](#) or download the Poonawalla Fincorp app.

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**About [Poonawalla Fincorp Limited](#):**

It is headquartered in Pune and is a Cyrus Poonawalla group promoted non-deposit taking systemically important non-banking finance company (ND-SI-NBFC), registered with the Reserve Bank of India (RBI). The Company started operations nearly three decades back and is listed on the BSE Limited (BSE) and the National Stock Exchange of India Limited (NSE).

The Company's identity "P" stands for Passion, Principles, Purpose, People and Possibilities. The Company has widespread coverage across 18 states and 2 Union Territories. The Company has AUM of ₹30,984 crore as on December 31, 2024, and employs around 2560+ people. The Company's financial services offerings include pre-owned car finance, personal loans, consumer loans, loan to professionals, business loans, loan against property, supply chain finance and machinery loans.

For more information, please log on to: <a href="http://www.poonawallafincorp.com">www.poonawallafincorp.com</a>
For media queries contact: <a href="mailto:corporatecommunications@poonawallafincorp.com">corporatecommunications@poonawallafincorp.com</a>