

September 21, 2023



To, The General Manager Department of Corporate Services BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001. Scrip Code: 540268	To, The Manager Department of Corporate Compliance National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051. Scrip Code: TRU
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Subject: Press Release/Media Release

Dear Sir/Madam,

Please find enclosed herewith copy of the Press Release which will be published in due course of time in print/digital mode.

We request you to take the above information on record.

Thanking You,

Yours faithfully,
For TruCap Finance Limited

Sonal Sharma
Company Secretary & Compliance Officer
Encl.: a/a



TruCap Finance Limited
(Formerly known as Dhanvarsha Finvest Limited)

Regd. Off. : 3rd Floor, A Wing, D.J. House, Old Nagardas Road, Andheri (East), Mumbai – 400 069
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TruCap Finance Limited and HDFC Bank Commence Co-Lending Partnership for MSME Business and Gold loans.

TruCap Finance Limited (TRU) and HDFC Bank have commenced business under a co-lending partnership where TRU will leverage its Lending-as-a-Service (L-a-a-S) model to offer quality credit solutions to underserved borrowers. Under this partnership, HDFC Bank and TRU will offer MSME Business Loans and Gold Loans to borrowers pre-dominantly in non-urban locations. According to industry estimates, the MSME sector has a total credit demand of INR 69.3 trillion, growing at a CAGR of 11.5% with less than 15% of the demand being catered to by formal sources.

“We are on a mission to narrow the formal credit gap between sustainable small businesses and lending institutions which in turn will drive financial inclusion and empowerment, especially to women-led businesses. We are privileged and honoured to partner with an esteemed institution like HDFC Bank to serve our mission where both HDFC Bank and TRU will gain to benefit from TRU’s sourcing, distribution, assessment & collection strengths in non-urban markets and ensure that capital is effectively deployed to ensure last mile credit delivery”, said Mr. Rohan Juneja, MD & CEO of TRU.

TRU has cumulatively disbursed more than 2,000 Cr. in loans to over 1.9 lakh customers to support credit inclusion of underserved businesses. With a network of more than 118 branches today that are strategically located in over 50 cities in MSME clusters of West, Central and North India, TRU aims to enable timely solutions being delivered to small businesses, whether it is to avail working capital, or purchase assets to enhance their revenue, and power livelihood generation in non-metro regions.

Mr. Sumant Rampal, Group Head – Business Banking & Rural Banking, HDFC Bank said, “The partnership with TruCap helps us in expanding financial inclusion to the last mile customer and provides them with convenience, speed and affordability. This joint work is allowing us to reach customers in semi urban and rural markets and to the mini micro segment of MSMEs. With quick approvals, competitive rates and extended reach, this collaboration empowers more individuals and businesses to fulfil their dreams. We are excited to make a positive impact together.”



From Left to Right: **Abhay Bhatia**- Senior Vice President, Vertical Head- Colending & Innovation, HDFC Bank, **Mr. Rohan Juneja** - MD & CEO TruCap Finance Limited



From Left to Right: Syamantak Mayekar (TruCap), Nisarg Sulgudle (HDFC), Abhay Bhatia (HDFC), Rohan Juneja (TruCap), Sanjay Kukreja (TruCap), Vishal Miglani (TruCap), Gaurav Bhargava (TruCap), Mahendra Kumar Servaiya (TruCap), Sumeet Khanna (TruCap)