



ShaliBhadra
FINANCE LIMITED

CIN : L65923MH1992PLC064886

Corporate Office :

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Opp. Siddhi Vinayak Temple,

Next to Chintamani Jewellers,

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Date: 1st July, 2024

To,

The Manager

BSE Limited

Phiroze Jeejeeboy Towers,

Dalal Street, Fort, Mumbai 400 001

Scrip Code: 511754

Sub: Press Release - Shalibhadra Finance ventures into housing finance business, expands product portfolio

Dear Sir/Madam,

Please find enclosed herewith Press Release titled "**Shalibhadra Finance ventures into housing finance business, expands product portfolio**".

We request you to kindly take the same on record.

Thanking You

Yours Sincerely,

For Shalibhadra Finance Limited

Minesh Doshi

Managing Director

DIN: 01032705



Shalibhadra Finance ventures into housing finance business, expands product portfolio,; Plans to serve small-ticket size housing loans in rural areas

Shalibhadra Finance Limited (BSE Code – 511754, Mkt Cap – Rs. 438 Crores), a leading name in serving small ticket loans spread over vast rural areas, is delighted to announce the expansion of its product portfolio by adding small-ticket size housing finance in its product mix.

Shalibhadra Finance has a longstanding history of over two decades in financing two-wheelers in rural areas. With a robust network of more than 50 branches spread across Gujarat, Maharashtra, Madhya Pradesh, and Rajasthan, the company has successfully built relationships with lakhs of rural customers. This extensive network and deep-rooted presence in rural areas uniquely position Shalibhadra Finance to achieve success in the newly launched housing finance segment.

Leveraging its strong base and trusted relationships in these regions, Shalibhadra Finance aims to make a significant impact by providing accessible and affordable housing finance solutions.

Following the formation of the new government, Prime Minister Narendra Modi has unveiled an ambitious plan under the Pradhan Mantri Awas Yojana to construct 3 crore new houses in villages and cities. This initiative is designed to offer affordable housing solutions to the economically weaker sections and lower-income groups across India, reflecting a commitment to improving living conditions for all. This move not only aligns with the government's vision of housing for all but also underscores the company's commitment to fostering financial inclusion and improving the quality of life for rural communities.

Commenting on these milestones, Mr. Minesh Doshi, Managing Director said, “We are excited to announce the expansion of our product portfolio to include small-ticket size housing finance. This strategic addition aligns perfectly with our mission to enhance financial inclusion and support the government's vision of housing for all. By leveraging our extensive network and deep-rooted relationships in rural areas, Shalibhadra Finance is well-equipped to provide accessible and affordable housing solutions. We are committed to empowering economically weaker sections and lower-income groups, thereby contributing to the socio-economic development of rural communities across Gujarat, Maharashtra, Madhya Pradesh, and Rajasthan.”

About Shalibhadra Finance Limited:

Shalibhadra Finance Limited is recognized as a reputable institution within India's financial landscape, renowned for its steadfast commitment to integrity and customer satisfaction. Through a dedication to ethical practices and a meticulous approach to service delivery, the company has earned a strong reputation as a reliable provider of financial solutions. With a diverse portfolio of offerings, including loans, investments,

and advisory services, Shalibhadra Finance Limited caters to the varied needs of individuals and businesses alike, ensuring that each client receives tailored solutions to meet their specific financial objectives. Emphasizing inclusivity and innovation, Shalibhadra Finance Limited continually seeks to broaden its reach and enhance accessibility to financial services. The recent expansion into rural areas, coupled with the introduction of specialized products like Personal Loans tailored for these regions, underscores the company's commitment to serving diverse segments of society. By embracing technological advancements and embracing a customer-centric approach, Shalibhadra Finance Limited remains steadfast in its mission to empower individuals and businesses to achieve financial stability and prosperity.