

BAJAJ FINANCE LIMITED

SEC/PPNCD/BSE/2016/245

04 May 2016

The Manager, BSE Limited, Phiroze Jeejeebhoy Towers, 25th Floor, Dalal Street, Mumbai – 400 001	The Manager, National Stock Exchange of India Ltd., Exchange Plaza, C-1, Block G, Bandra – Kurla Complex, Bandra (East), Mumbai – 400 051
Scrip Code:500034	Scrip Code : BAJFINANCE -EQ

Dear Sirs,

Sub.: Press release in respect of Bajaj Finserv EMI Network Card

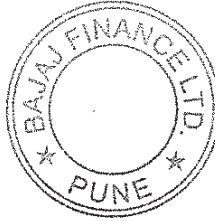
Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, kindly find enclosed herewith a press release in respect of extension of Bajaj Finserv EMI Network Card offering into retail fashion, travel and small appliances in partnership with leading brands.

The above is for your information and record.

Thanking you,

Yours faithfully,
For **Bajaj Finance Limited**


Anant Damle
Company Secretary



Encl: As above

Bajaj Finserv introduces the smarter way to pay. Enables EMI payments on retail fashion, travel and small appliances

- Partners with 250 stores in Hyderabad, Pune & Vadodara where customers can divide what they buy into EMIs, using their EMI Network card

Vadodara, May 04, 2016: Bajaj Finance Limited, the lending arm of Bajaj Finserv, today announced the extension of their EMI Network Card offering into retail fashion, travel and small appliances. The company has partnered with 25 leading brands operating in the mentioned segments in Vadodara wherein customers can divide all they buy into EMIs by using their Bajaj Finserv EMI Network card.

Customers can avail easy EMI financing on purchase of apparels, eyewear, accessories; small appliances such as mixers, juicers, toasters, shavers; and travel related expenditures. The EMI financing option would apply on the total invoice value and can be split across several products across different categories. The facility will be available to customers on a minimum invoice amount of Rs. 5,000.

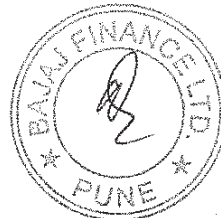
This smarter payment option is enabled by the Bajaj Finserv EMI Network card wherein the customer can convert the purchases into EMIs in real time, at the point of sale by using their card. Some of the leading brands that now accept the EMI Network card are Pepe, AND, Global Desi, Eureka Forbes, Siddeshvari Opticals, TTK Prestige, COX and Kings, Jhalak, Overall, Vijayraj, Gorgeous Outfit, Shoe World, Juniors, besides many more.

Commenting on the launch, **Mr. Sanjeev Moghe, Business Head, EMI Cards & Retail EMI Card, Bajaj Finserv,** said *"We believe our customers should have the freedom to choose how they pay on whatever they decide to buy. We continue to enhance the proposition of our EMI Network card by introducing its acceptance across new categories. This is just the beginning. Over the next few months, we shall substantially increase the footprint of our coverage across different categories."*

In its initial phase, Bajaj Finance Limited has introduced the retail fashion, travel and small appliances financing in three cities including Baroda, Pune and Hyderabad. The company plans to roll out the same across top 15 cities in India by end May this year.

About Bajaj Finance Ltd

Bajaj Finance Limited, the lending arm of Bajaj Finserv group, is one of the most diversified NBFCs in the Indian market catering to more than 6 million customers across the country. Headquartered in Pune, the company's product offering includes Consumer Durable Loans, Lifestyle Finance, Personal Loans, Loan against Property, Small Business Loans, Home loans, Credit Cards, Two-wheeler and Three-wheeler Loans, Construction Equipment Loans, Loan against Securities and Rural Finance which includes Gold Loans and Vehicle re-financing Loans. Bajaj Finance Limited prides itself for holding the highest credit rating of FAAA/Stable for any NBFC in the country today.



To know more please visit www.bajajfinserv.in

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