

Edelweiss Retail Finance launches Digital film “Naamkaran” for SME Lending Business

Mumbai, February 09, 2018: Edelweiss Retail Finance Limited (‘ERFL’), the retail lending arm of the Edelweiss Group, today launched a Digital film titled “Naamkaran”, in association with Terribly Tiny Tales (‘TTT’) for their micro, small and medium lending business (‘SME Lending’). The branded content has Edelweiss woven in subtly, while conveying the message that Edelweiss is a business partner for the SME customer’s entire journey, and will help ensure that their business aspirations are fulfilled.

Reflecting a self-employed person’s dreams and passion, for whom their business is like a baby, the story emphasizes that Edelweiss understands that the business is part of the family – therefore, the protagonist’s mother, sister, brother and father, are all excited and part of the journey. The film thus showcases how Edelweiss SME Lending is poised to serve the needs of the self-employed, with ease and convenience, to help drive business growth.

The film helps Edelweiss reach out to the heart and mind of the Indian entrepreneur, whose *go-getter* attitude and determination to succeed is legendary, and who often only has hard work and dreams, but not necessarily the financing to fuel his business aspirations.

Speaking about the new film, **Mr. Arun Nayyar, Head - SME lending, ERFL** said, “We are an organization that keeps our customer at the core, hence we pride ourselves in understanding the customer mindset and providing the right service for their convenience. This film conveys this message to our target audience”.

Commenting on the film, **Shabnam Panjwani, Head – Marketing & Communications, Edelweiss Group** said, “Our SME Lending process is one of the simplest in the market today. This film conveys our simple message - that while planning your entrepreneurial journey, getting a loan should not be a pain point, and we are here to help. The message has been portrayed beautifully by TTT with this video”.

Chintan Ruparel, Co-founder and Chief Creative Officer - Terribly Tiny Tales added, "This is our first collaboration with Edelweiss. We spent a great deal of time underlining one core philosophy that resonated with all of us - and we found it. Naamkaran is a familiar story of a situation that most people find themselves in, with a simple insight at the heart of it. You can try and resist or shy away from the attention your family showers on you, but there is no escaping it.”

Sonam Nair, Director - "I wanted to work with the TTT family again after the success of Khujli, and this film was such a different zone altogether that I was happy to take it on. It was a challenge for me to show a big, boisterous, loveable family- as I come from a very small and scattered family. But the love is the same no matter what the size or ethnicity is, and the cast truly came together really well as a family. Namit Das was a delight to work with - we earlier worked together when he made his debut in Wake Up Sid, which was also my first film as an assistant director. So we go way back, and hopefully will work again soon!"

The Edelweiss Group recently signed on global actor, Irrfan Khan, as the voice of the customer for its SME Lending campaign. Basis customer research that Edelweiss undertook, it was revealed that new-age business owners have tremendous faith and belief in their own efforts and hard work, with a never-say-die mind set, despite not always getting the right business support.

Edelweiss empathizes with this #CanDo belief system and launched a hard-hitting campaign to celebrate the #SpiritofEntrepreneurship of the new-age Indian business owners who aspire to aim high, scale-up and exceed business goals, regardless of any limitations or hurdles. This film is the second step of the same campaign.

Link to Film:

<https://goo.gl/kBGmAu>

Credits:

Storytelling Partner: Terribly Tiny Tales

Director: Sonam Nair

Film Production Company: The Frog Pond

About Edelweiss Group:

The Edelweiss Group is one of India's leading diversified financial services company providing a broad range of financial products and services to a substantial and diversified client base that includes corporations, institutions and individuals. Edelweiss's products and services span multiple asset classes and consumer segments across domestic and global geographies. Its businesses are broadly divided into Credit (Retail and Corporate Credit), Franchise and Advisory (Wealth Management, Asset Management and Capital Markets,) and Insurance. Its consistent performance is evidenced by a Consolidated PAT CAGR of 38% over the last 27 quarters.

To learn more about the Edelweiss Group, please visit www.edelweissfin.com

About Edelweiss Retail Finance Limited (ERFL):

ERFL is a fully owned subsidiary of the Edelweiss Group, which offers a wide range of Retail Credit products that are designed to address an array of financing needs with a quick turnaround time. ERFL's product suite includes SME Lending, LAP (including lease rental discounting), LAS, equipment finance, construction finance and rural finance.

ERFL is also present in semi-urban and rural India, providing micro finance as part of its financial inclusion agenda. It is present in 73 locations through a branch network (as on December 31, 2017), and has a wide geographic presence with the ability to cater to financial needs of a variety of segments, including loans for the self-employed segment.

For further information, please contact:

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“Edelweiss Retail Finance Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offering of its debt securities and is in the process of filing a Draft Prospectus with the regulatory authorities”