

Media Note:

Piramal Capital & Housing Finance Launches New Brand Campaign: 'Bada Socho'

- ***Embodies company's commitment to enable customers to transform their dreams into reality by embracing a new way of life - 'Think Big'***

Mumbai, 16th October 2018: Piramal Capital & Housing Finance (PCHF), the wholly owned subsidiary of Piramal Enterprise Limited, today announced the launch of its new brand campaign, '*Bada Socho*' (Think Big). The campaign highlights the ethos of the Piramal Group and PCHF - its financial services business, to create long term value for all its stakeholders. Therefore, the essence of the brand campaign is PCHF enabling customers to pursue their goals and transform their dreams into reality by embracing a new way of life i.e. '*Think Big*'.

The campaign also brings out PCHF's expertise across diverse sectors as a key differentiator in the industry and its ability to partner with businesses across the value chain - from the promoter to the end customer. '*Bada Socho*' is a brand promise highlighting this unique partnership model that allows our customers to pursue their dreams as we support them in their journey.

Speaking on the campaign, **Mr. Khushru Jijina, Managing Director, Piramal Capital & Housing Finance**, said, "We are excited to launch our brand campaign '*Bada Socho*', across our target markets - Mumbai, Delhi, Bangalore and Pune. This 60-day campaign highlights our expertise in the market while showcasing our approach to do business. Our brand promise encourages our customers to '*Think Big*' as we extend our support by partnering with them respectively in achieving their goals whether it is to buy a new home or grow their business."

Campaign Brief:

The strategy is to reflect the ethos of the Group at large with a specific relevance on the financial services business. The campaign helps establish '*Bada Socho*' conveyed through messaging that talks about this mindset. A series of creatives helps deliver this message in the context of our different business verticals viz. housing finance, real estate finance, emerging corporate lending, corporate finance group and capital markets & advisory. Visual imagery that is positive, confident and focused lends a strong character and maturity to the campaign. The campaign will run across OOH, radio and digital for the duration of 60 days targeting Mumbai, Delhi, Pune and Bangalore. The messaging will start with brand and then move on to the housing finance communication being retail. The sustenance of the campaign will be supplemented by leveraging on transit/commute and digital platforms.

Bada Socho Credits:

- Creative: TAG Vinnatti
- OOH: Posterscope
- Radio: Vizeum
- Digital: ARM Worldwide and Yellow Seed

About Piramal Capital & Housing Finance Limited:

Piramal Capital & Housing Finance Limited (PCHFL), wholly owned subsidiary of Piramal Enterprises Limited (the flagship company of Piramal Group), is registered as a housing finance company with National Housing Bank (NHB) and engaged in various financial services businesses. It provides both wholesale and retail funding opportunities across sectors. In real estate, the platform provides housing finance and other financing solutions across the entire capital stack ranging from early stage private equity, structured debt, senior secured debt, construction finance and flexi lease rental discounting. The wholesale business in non-real estate sector includes separate verticals- Corporate Finance (CFG) and Emerging Corporate Lending (ECL). CFG provides customized funding solutions to companies across sectors such as infrastructure, renewable energy, roads, industrials, auto components etc. while ECL focuses on lending towards Small and Medium Enterprises (SMEs).

PCHFL through its group companies provides customized strategies for institutional and retail investors such as Mumbai Redevelopment Fund and Apartment Fund (through Piramal Fund Management) and strategic partnerships with leading global pension funds such as CPPIB, APG and Ivanhoe Cambridge.

Company Awards:

- Best Domestic Fund House by CNBC Awaaz in 2014
- Best Overall Investment Manager (India) by Euromoney's Real Estate Awards for 3 years in a row - 2015, 2016 and 2017
- Firm of the Year (India) by the PEI Global Private Equity Real Estate (PERE) awards in 2014 and 2016.
- Great Places to Work in Financial Services: 2016, 2017
- MCHI CREDIT Golden Pillar Awards: Piramal Housing Finance - Emerging Home Loan Provider of the Year and Piramal Finance for Leading Real Estate Project Finance Company of the Year

About Piramal Enterprises Ltd:

Piramal Enterprises Limited (PEL) is one of India's large diversified companies, with a presence in Financial Services, Pharmaceuticals and Healthcare Insights & Analytics. PEL's consolidated revenues were over US\$1.6 billion in FY2018, with around 46% of revenues generated from outside India.

In Financial Services, Piramal Capital & Housing Finance Ltd is registered as a housing finance company with National Housing Bank (NHB) and engaged in various financial services businesses. It provides both wholesale and retail funding opportunities across sectors. In real estate, the platform provides housing finance and other financing solutions across the entire capital stack ranging from early stage private equity, structured debt, senior secured debt, construction finance, and flexi lease rental discounting. The wholesale business in non-real estate sector includes separate verticals - Corporate Finance Group (CFG) and Emerging Corporate Lending (ECL). CFG provides customized funding solutions to companies across sectors such as infrastructure, renewable energy, roads, industrials, auto components etc. while ECL focuses on lending towards Small and Medium Enterprises (SMEs). PCHFL through its group companies provides customized strategies for institutional and retail investors such as Mumbai Redevelopment Fund and Apartment Fund focused (through Piramal Fund Management) and strategic partnerships with leading global pension funds such as CPPIB, APG and Ivanhoe Cambridge. The division has also launched a Distressed Asset Investing platform with Bain Capital Credit - IndiaRF that will invest in equity and/or debt in assets across sectors (other than real estate) to drive restructuring with active participation in turnaround. PEL also has long term equity investments worth ~US\$1 billion in Shriram Group, a leading financial conglomerate in India.

In Pharma, through an end-to-end manufacturing capabilities across 13 global facilities and a large global distribution network to over 100 countries, PEL sells a portfolio of niche differentiated pharma products and provides an entire pool of pharma services (including in the areas of injectable, HPAPI etc.). The Company is also strengthening its presence in the Consumer Product segment in India.

PEL's Healthcare Insights & Analytics business is the premier provider of healthcare analytics, data & insight products and services to the world's leading pharma, biotech and medical technology companies and enables them to take informed business decisions.

PEL is listed on the BSE Limited and the National Stock Exchange of India Limited in India.

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