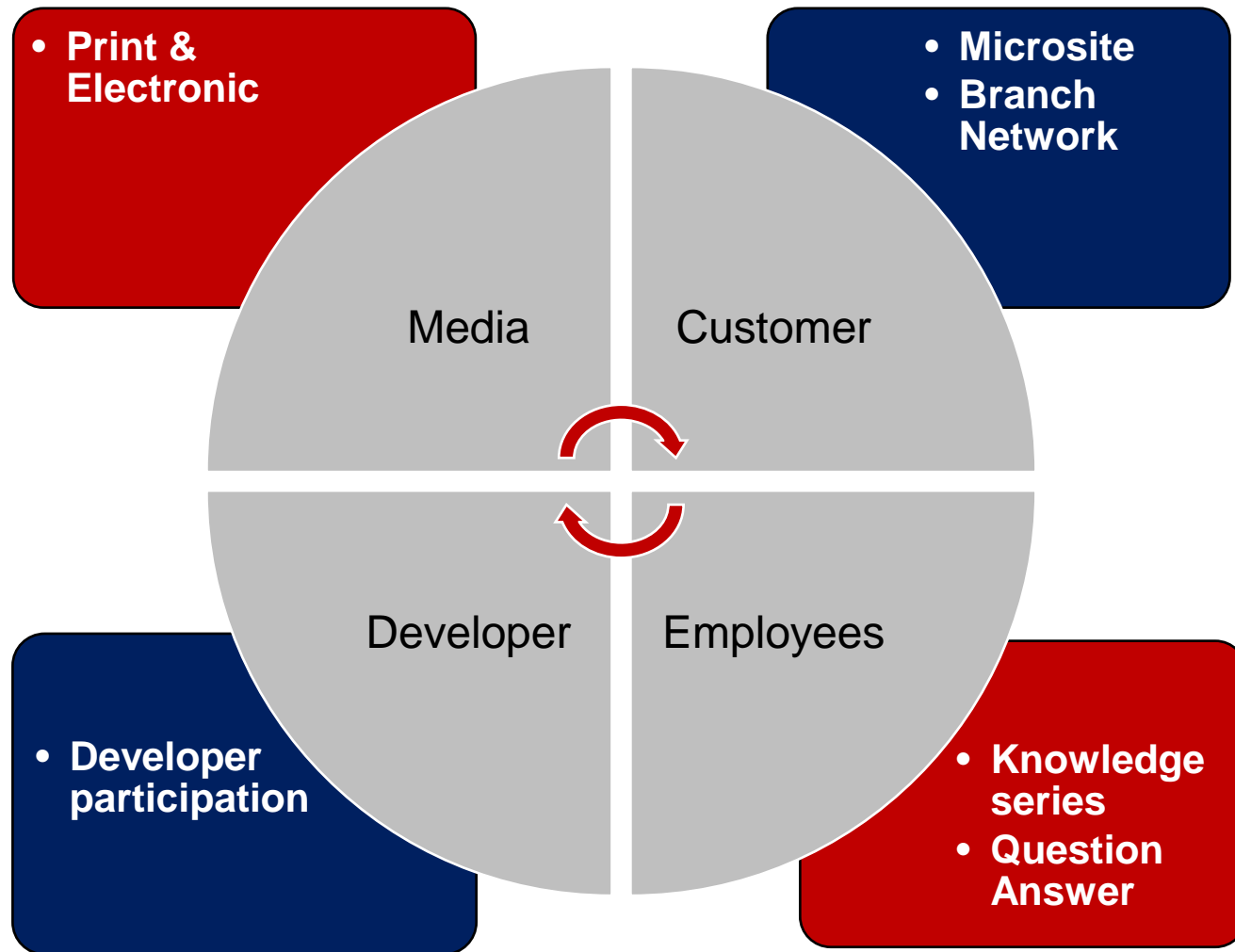




CLSS Review Meet PMAY- Housing for All (Urban)

**India Habitat Centre New Delhi
June 17, 2016**

Initiatives to promote CLSS



Thank you



Media Announcement & Coverage



ICICI Bank Limited
ICICI Bank Towers
Bandra-Kurla Complex
Bandra (E) Mumbai-400051.

Press Release
For Immediate Release

March 10, 2016

ICICI Bank launches credit-linked subsidy scheme under 'Pradhan Mantri Awas Yojana'

Mumbai: ICICI Bank announced the launch of a credit-linked subsidy scheme for home loans under the 'Pradhan Mantri Awas Yojana'. Under this scheme, individuals including women borrowers from the economically weaker section and low income group will be able to acquire and construct the first brick-and-mortar (*pucca*) house of the family by paying significantly lower Equated Monthly Instalments (EMIs).

ICICI Bank has signed an MoU with National Housing Bank (NHB), a Central Nodal Agency for the scheme, to facilitate the credit-linked subsidy to the eligible borrowers. According to the scheme, an eligible customer will get the subsidy at 6.5% per annum on a maximum amount of Rs. 6 lakh or the loan amount, whichever is lower, for a maximum tenure of 15 years. The subsidy is computed on the Net Present Value method.

- A media release was done in March 2016
- This was followed by 108 media coverage, which included mainline and regional dailies, electronic channels wire and online media



Microsite on ICICI BANK Website

The screenshot shows the ICICI Bank website with a microsite for the Pradhan Mantri Awas Yojana. The URL is www.icicibank.com/Personal-Banking/loans/home-loan/Pradhan-Mantri-Awas-Yojna.page. The page features the ICICI Bank logo and navigation links: Products, Apply Online, Payments, Ways to Bank, and Find ATM Branch. The main content area has a red background with the text: "Pradhan Mantri Awas Yojana, Credit Linked Subsidy Scheme for EWS and LIG categories". Below the text is a photograph of a family (a man, a woman, and a child) with their hands raised in a gesture of support. A small note at the bottom left of the image reads "*Terms and Conditions apply". On the right side, there is a vertical sidebar with a "HIDE" button and several icons: a padlock for "LOGIN", a hand holding a key for "APPLY ONLINE", a speech bubble for "GET IN TOUCH", a star for "OFFER ZONE", and a percentage sign for "RATES & CHARGES".

The screenshot shows the ICICI Bank website with a microsite for the Pradhan Mantri Awas Yojana. The URL is www.icicibank.com/Personal-Banking/faq/detail.page?identifier=faqs-pradhan-mantri-awas-yojana-20162902131212679. The page features the ICICI Bank logo and navigation links: Personal, Privilege, Wealth, Private, NRI, Corporate, Business, and About us. The main content area has a blue background with the text: "Pradhan Mantri Awas Yojana". Below the text is a search bar with the text "Search ICICI Bank Answers" and a "FIND" button. To the right of the search bar are links for "Expand All" and "Close All". Below the search bar is a list of questions and answers related to the Pradhan Mantri Awas Yojana. The questions are: "What is Pradhan Mantri Awas Yojana (PMAY) Credit Linked Subsidy Scheme?", "Who can avail Credit Linked Subsidy Scheme?", "What are the income norms for EWS and LIG categories?", "What is the applicable interest subsidy and the loan amount?", and "How will I receive the interest subsidy benefit?". On the right side, there is a vertical sidebar with a "HIDE" button and several icons: a padlock for "LOGIN", a hand holding a key for "APPLY ONLINE", a speech bubble for "GET IN TOUCH", a star for "OFFER ZONE", and a percentage sign for "RATES & CHARGES".



Visibility at Branches

Pradhan Mantri Awas Yojana

Presenting
Credit Linked Subsidy Scheme, housing for all

• Subsidy benefit of 6.5% for first home buyers

• Upfront interest subsidy on loan outstanding




The products, services and offers referred to herein are subject to the terms and conditions governing them as specified by ICICI Bank from time to time at www.icicibank.com


- Scheme details displayed on LCDs in 723 branches Pan India
- Marketing collaterals shared with Sales team



Knowledge Series for Employees



khayaal aapka



Volume 2

◆ What are the income norms for EWS and LIG categories?

The income norms for EWS/LIG categories are defined as follows:

- EWS households with an annual income upto ₹3 lakhs.
- LIG households with an annual income between ₹3 lakhs to ₹6 lakhs.

◆ What is the applicable interest subsidy and the loan amount? Is there any loan amount limit?

Beneficiaries of Economically Weaker section (EWS) and Low Income Group (LIG) seeking housing loans would be eligible for an interest subsidy at the rate of 6.5 % for a tenure of 15 years or during tenure of loan whichever is lower. Subsidy can be availed on initial ₹6 lakhs of loan amount. No, there is no loan amount limit under this category of loans.

◆ What is the size of dwelling units under Credit Linked Subsidy Scheme?

Credit linked subsidy is available for housing loans availed for new construction and addition of rooms, kitchen, toilet etc. to existing dwellings as incremental housing. The carpet area of houses being constructed under this component should be up to 30 sq. m. for EWS category and up to 60 sq. m. for LIG category. However, the beneficiary can construct a bigger house.

◆ Is there any additional document requirement to avail this subsidy?

No, there is no additional document except a declaration of not owning a pucca house. Customers not having income proof would require to submit an affidavit.

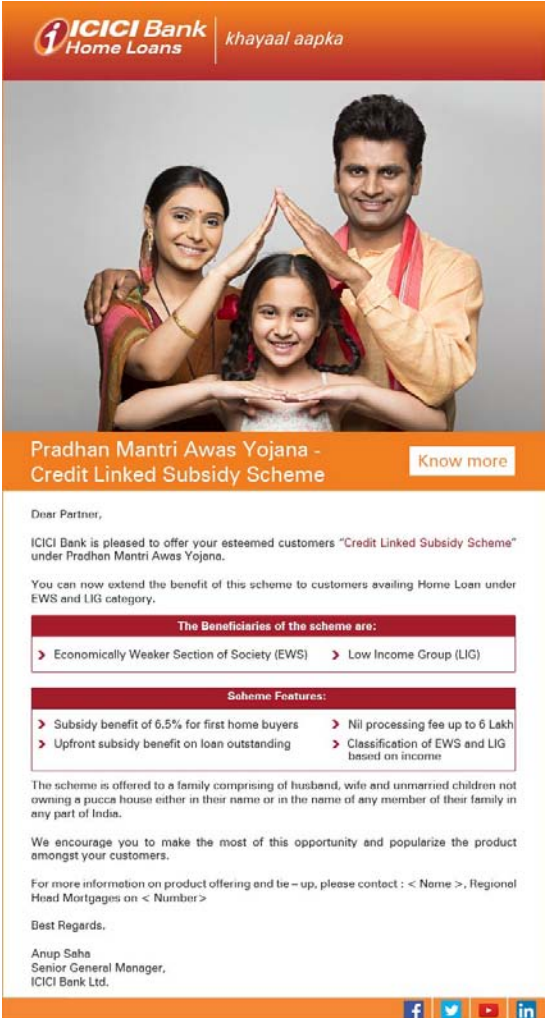
◆ Can a self-employed avail Home Loan under this scheme?

Yes, a self – employed can avail this facility, if they qualify the income criteria defined under scheme.

- A series of communication informing employees on PMAY is done periodically
- Scheme details uploaded on employee interface online platform



Developer participation



ICICI Bank Home Loans | *khayaal aapka*

Pradhan Mantri Awas Yojana - Credit Linked Subsidy Scheme [Know more](#)

Dear Partner,

ICICI Bank is pleased to offer your esteemed customers "Credit Linked Subsidy Scheme" under Pradhan Mantri Awas Yojana.

You can now extend the benefit of this scheme to customers availing Home Loan under EWS and LIG category.

The Beneficiaries of the scheme are:

- Economically Weaker Section of Society (EWS)
- Low Income Group (LIG)

Scheme Features:

- Subsidy benefit of 6.5% for first home buyers
- Nil processing fee up to 6 Lakh
- Upfront subsidy benefit on loan outstanding
- Classification of EWS and LIG based on income

The scheme is offered to a family comprising of husband, wife and unmarried children not owning a pucca house either in their name or in the name of any member of their family in any part of India.

We encourage you to make the most of this opportunity and popularize the product amongst your customers.

For more information on product offering and tie-up, please contact : < Name >, Regional Head Mortgages on < Number >

Best Regards,

Anup Saha
Senior General Manager,
ICICI Bank Ltd.

[f](#) [t](#) [v](#) [in](#)

- Inviting developers to participate in national mission of Housing For All through CLSS

