



# MISSION 2022

PRADHAN MANTRI AWAS YOJANA  
AND  
IIFL HOME LOANS



# Journey so far...

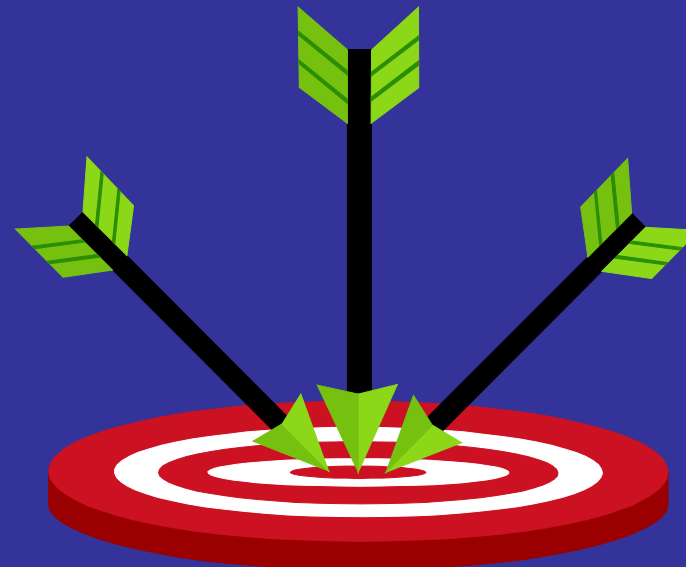
Targetted:  
*10000 customers*

**11000**  
happy families  

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**260 cr**  
subsidy

FY: 2017-18



**14000** customers

Happy Families till date

Total Subsidy till date

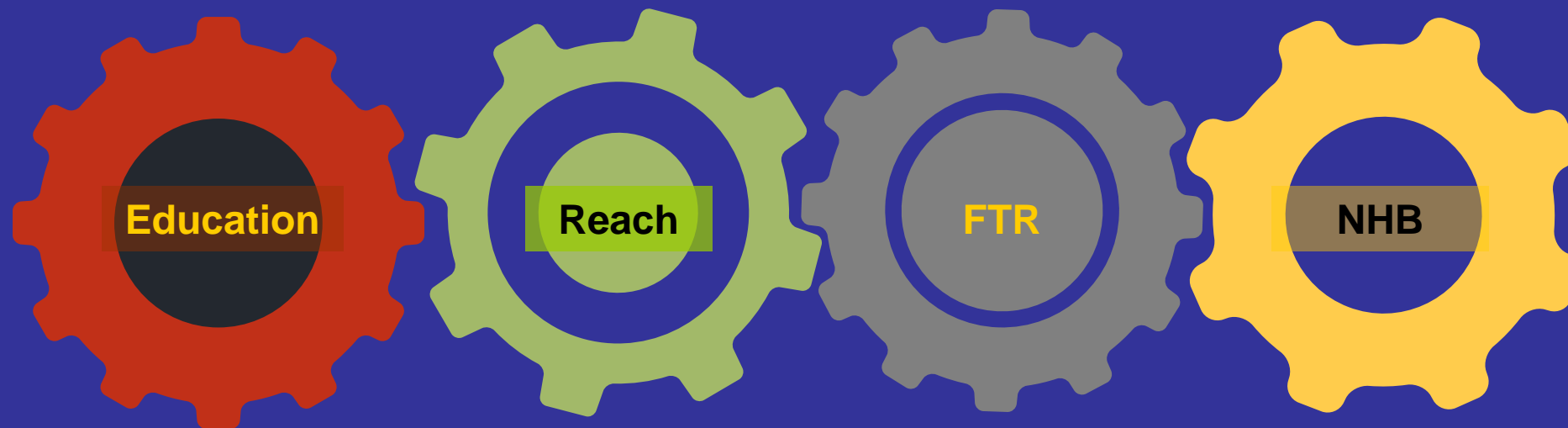
**315 cr**

Housing for All by 2022



Home Loan

Ghar Aapka. Loan Hamaara.



Housing for All by 2022



Home Loan

Ghar Aapka. Loan Hamaara.



Targeted Group Trainings by NHB



Home Loan

Ghar Aapka. Loan Hamaara.



Website [www.iifl.com](http://www.iifl.com) ranked 1st on google for searches of keywords such as:

प्रधानमंत्री आवास योजना  
प्रधानमंत्री आवास योजन  
प्रधानमंत्री आवास योजना



IIFL  
19 Ju  
क्या आप जान  
की सरकारी स  
का लाभ उठाइ  
IIFL  
Presents  
धन  
ीबात  
IIFL  
Presents  
PMAY episode  
Baat  
Dedicat



Home Loan

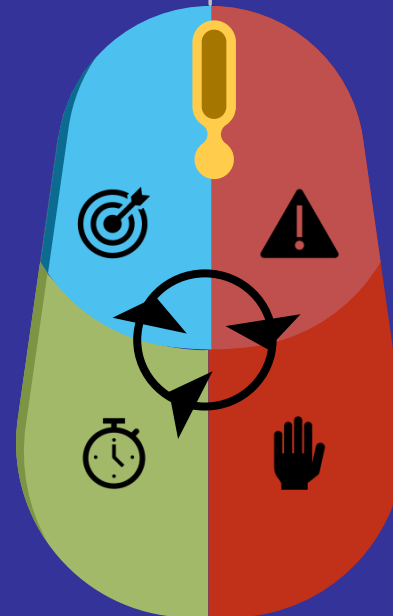
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### Sourcing

- Enhancing penetration
- Identifying low penetration areas

Dedicated helpline email ID  
created for customers



CLSS at origination

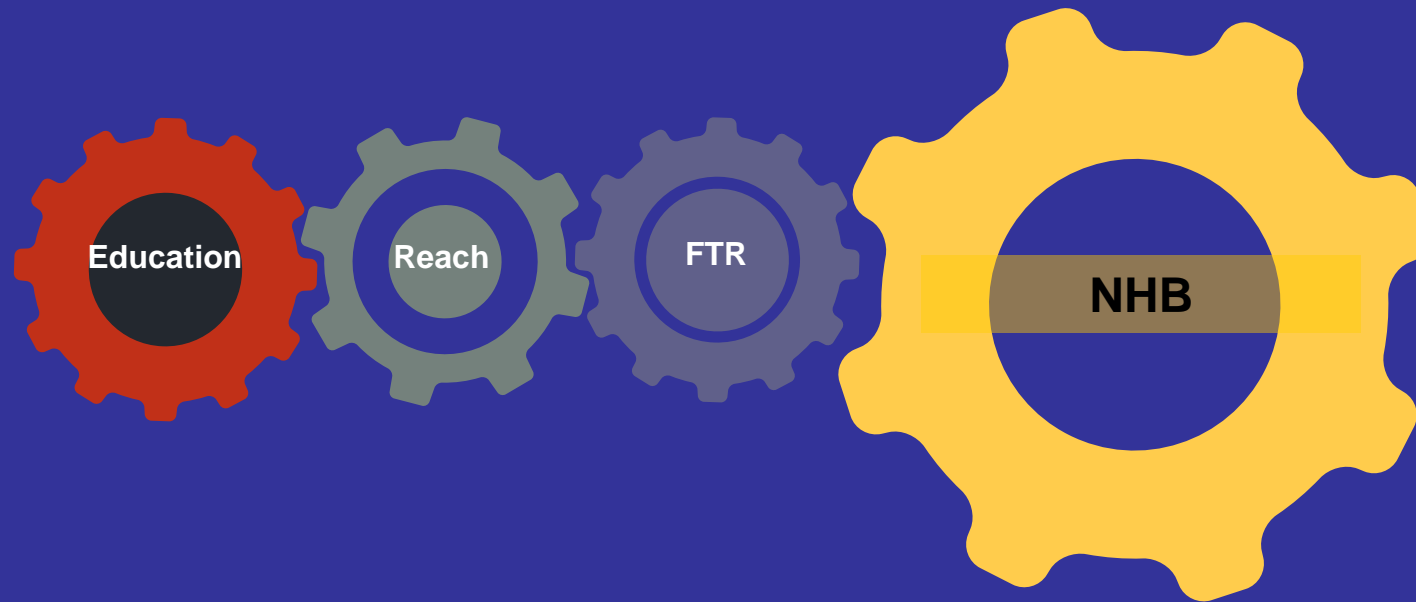
Pre-disbursal CLSS audit

Housing for All by 2022



Home Loan

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*Housing for All by 2022*



**H o m e L o a n**

Ghar Aapka. Loan Hamaara.

**THANK YOU!**