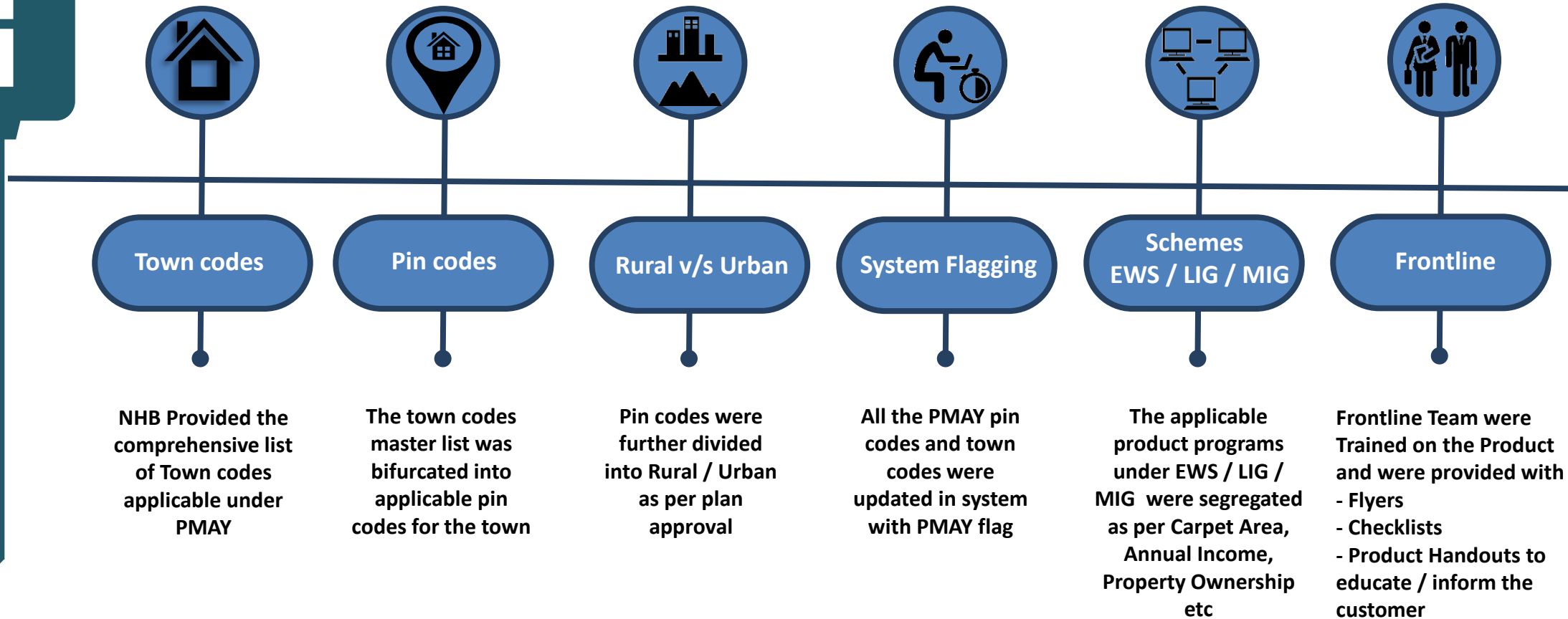
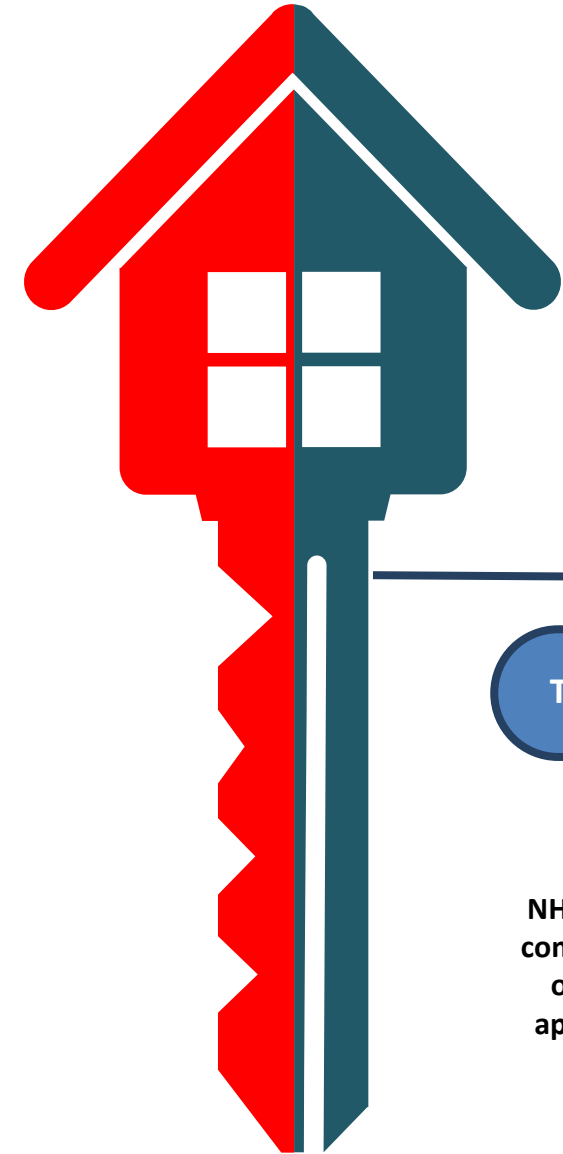


Leapfrogging CLSS – DHFL

Lucknow- July 2018

TARGETED SEGMENTATION



EXECUTION @ ground level



Griha Utsav

- Promote PMAY through Griha Utsav's concentrated in approved towncodes of PMAY
- **Organised in 51 locations**
- Scaling up to 100 for the year



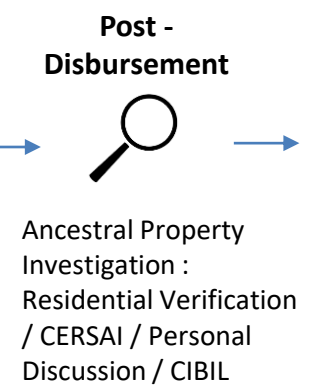
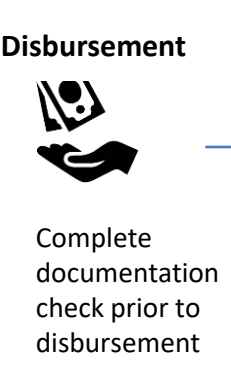
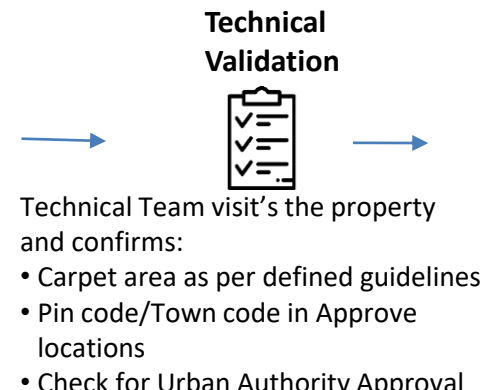
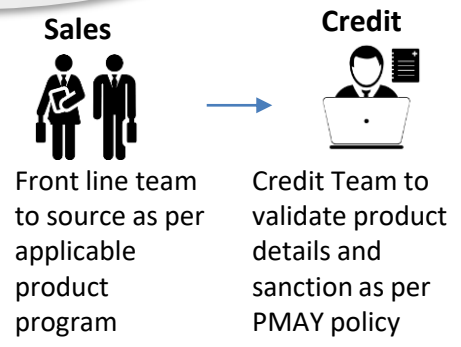
Approved Project Scheme

- Focus on projects approvals in pin codes mapped to PMAY
- Increased penetration of the approved projects in the Tier 2 and 3 cities

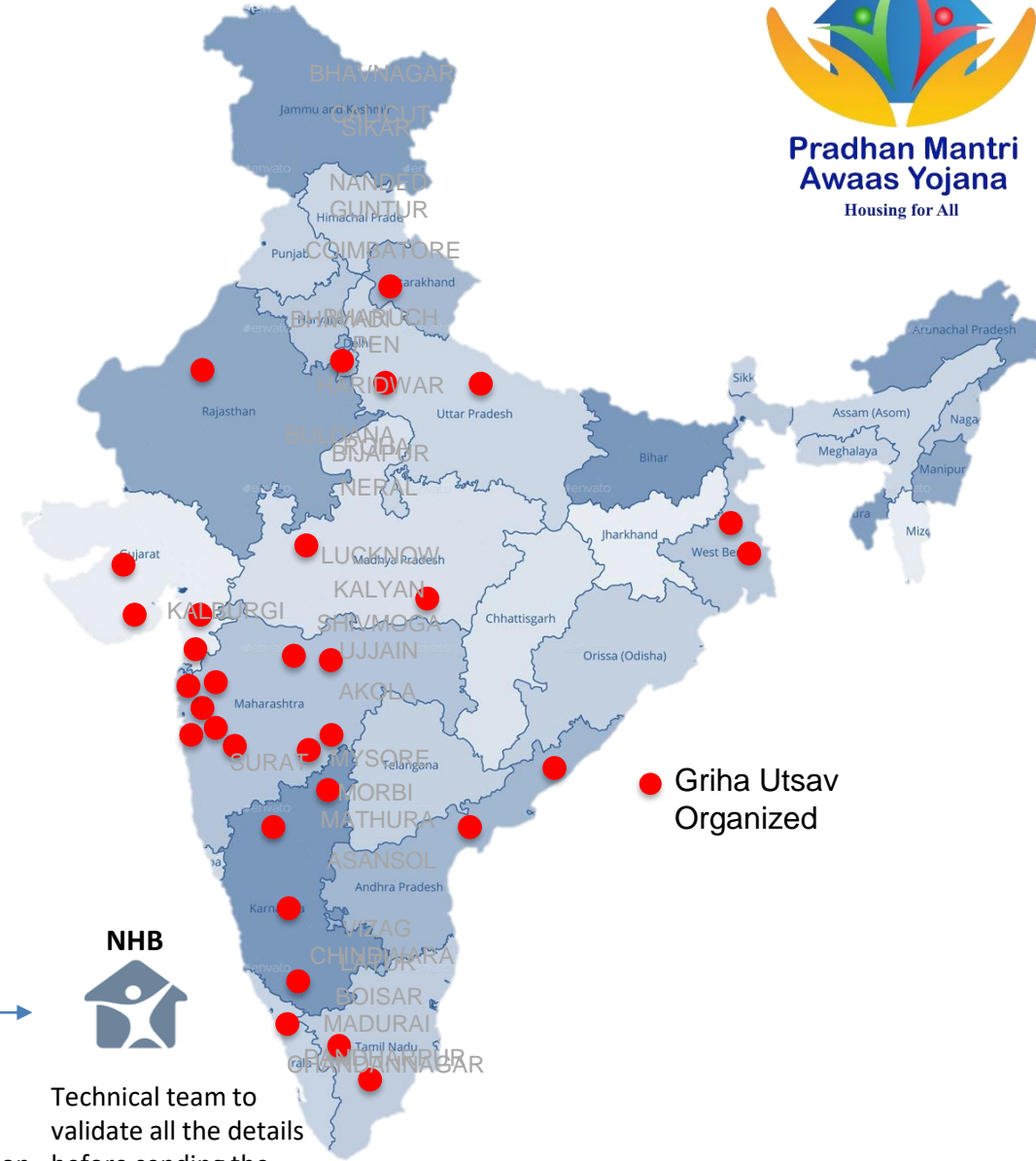


Data Validation to reduce leakage

Overall Process Flow



Griha Utsav - Locations



● Griha Utsav Organized



WAY FORWARD

JAN AWAS HOME LOANS



- DHFL Jan Awas Offering to promote PMAY
- Set up corporate desks/ loan desks in Govt organisations/ LMI areas



- Increase number of Griha Utsav's – concentration on approved Towncodes



- Existing micro branches, in Tier 2 and 3 locations, to be upgraded to branches in order to tap into PMAY potential
- Introduce new micro branches based on PMAY Town code coverage and potential



Pradhan Mantri Awas Yojana
Housing for All



Thank You