

BUILDING FOR THE FUTURE

Ravindra Sudhalkar, CEO, Reliance Home finance, scrutinizes the growth of the housing finance sector and the advent of technology

With myriad brands permeating the industry, how has the brand acted to differentiate itself from its peers?

>> The biggest differentiator for Reliance Home Finance is our policy to provide the best-in-industry home buying experience to all customers. We believe, that financing a home purchase should be a hassle and stress free experience. With our years of experience in the home loan category RHF brand already enjoys a high recall amongst home buyers. We are now challenging ourselves to deliver an instant home loan experience which taps in to the growing consumer preference for on-demand services. We believe this will fuel the next level of innovation in the home loan category which otherwise has remained largely undifferentiated.

Encouraged by this development we



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have taken a new communication route of #RentFreeLife which targets a time starved migrant population, residing in large cities, to convert their rental outflows in to EMIs.

With advances in technology, how have these been embraced to take



the brand to newer heights?

>> Consumers' consideration while availing a home loan is largely driven on the two factors of - Rate of Interest (ROI) and Disbursement TATs. While ROI is a function of cost of funds and is primarily driven by external forces, technology can be smartly leveraged to create a differentiation. We are working on advancements in end-to-end digitisation of all our processes and services - right from the stage of customer acquisition to loan disbursements and servicing. Also Adoption of new-age technologies such as decisioning automation is fuelled by open API services and successful integration of a data pipeline that helps in efficient decisioning TAT. Through technology, we have been able to infuse greater efficiencies in our processes. This has helped in bettering our service experience and empowering our customers to apply and get home loans sans lengthy paperwork, sitting at the comfort of their homes.