



Shriram Housing Finance Unveils its New Brand Identity 'Truhome Finance' Following its Acquisition by Warburg Pincus, QIA, and Others

Mumbai, 15 Jan 2025 – Shriram Housing Finance, one of India's leading affordable housing finance companies, announced the launch of its new brand identity - **Truhome Finance** (the "Company").

The rebranding follows its acquisition by Warburg Pincus and its co-investors, including QIA, Qatar's sovereign wealth fund. As part of the agreement, Shriram Finance Group received an investment of ₹1,225 crore, helping the Company augment its net worth to over ₹3,300 crore and marking a significant milestone in the Company's growth journey.

Truhome Finance, the new brand identity reflects the Company's commitment to providing the best service to its customers while fostering the aspirations and dreams of homeownership for many. The rebranding also underscores the Company's steadfast focus on enabling affordable housing finance to the underserved population of the country. The new brand aligns with the Company's vision of empowering individuals to achieve their homeownership dreams and ensuring financial accessibility where every individual, regardless of their socio-economic background, has access to a transparent, trustworthy, and supportive partner on their journey to owning a home. **Truhome Finance** also aims to create lasting value for all stakeholders.

"We are thrilled to unveil our new brand, **Truhome Finance**, which reflects our strategic vision and forward-thinking approach," said **Ravi Subramanian, MD & CEO Truhome Finance**. "While our name has changed, our core mission remains the same — to make affordable home loans accessible to every individual together with our commitment to quality and customer satisfaction. This rebranding marks a new chapter in our journey and positions us for greater growth and success," he added.

Mr. Subramanian reiterated, "Our customers will continue to enjoy the same great products and services they know and trust. The Company's leadership team and contact information will remain unchanged, ensuring seamless continuity in all business operations. Our new brand identity represents not just a name change, but also an evolution of who we are and what we stand for. We are excited to continue serving our customers and partners under the banner of **Truhome Finance**, as we set our sights on the future. As an organization, we have always strived for TRUENESS in everything we do: to be TRUE to our customers, stakeholders, regulators, employees, and above all be TRUE to our conscience. The core fabric of our organization is now reflected in our brand name **Truhome Finance**."

"We are thrilled to embark on this new journey with **Truhome Finance**, a trusted brand and leader in the affordable housing finance sector. This acquisition aligns seamlessly with our mission to drive financial inclusion and support the aspirations of underserved communities. Together, we aim to scale up operations, enhance offerings, and make homeownership a reality for countless families across India." said **Narendra Ostawal, Managing Director & Head of India Private Equity, Warburg Pincus**.

Truhome Finance Limited

(Formerly Shriram Housing Finance Limited)

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**About Truhome Finance Limited (Formerly Shriram Housing Finance)**

Truhome Finance Limited, is a leading housing finance company in India, registered with the National Housing Bank (NHB). The Company commenced operations in December 2011. Truhome Finance Limited is amongst the fastest growing and most profitable affordable housing finance companies with a network of over 165 branches and Assets Under Management (AUM) of over INR 16000 Cr as of December 2024. The company is rated AA/Stable by CRISIL, India Ratings, and CARE. Truhome Finance was acquired by Warburg Pincus, a pioneer of private equity growth investing, from the Shriram Finance Group in December 2024.

About Warburg Pincus

Warburg Pincus LLC is the pioneer of private equity global growth investing. A private partnership since 1966, the firm has the flexibility and experience to focus on helping investors and management teams achieve enduring success across market cycles. Today, the firm has more than \$86 billion in assets under management, and more than 230 companies in their active portfolio, diversified across stages, sectors, and geographies. Warburg Pincus has invested in more than 1,000 companies across its private equity, real estate, and capital solutions strategies.

The firm is headquartered in New York with offices in Amsterdam, Beijing, Berlin, Hong Kong, Houston, London, Luxembourg, Mumbai, Mauritius, San Francisco, São Paulo, Shanghai, and Singapore. For more information, please visit www.warburgpincus.com or follow us on [LinkedIn](#).

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