

Warburg-owned Truhome Finance eyes ₹50k cr AUM

Shayan Ghosh &
Anshika Kayastha

MUMBAI

Truhome Finance, formerly Shriram Housing Finance, is setting sights on an ambitious growth trajectory under its new owners with plans to double its assets in just 3.5 years. The affordable mortgage lender, backed by private equity giant Warburg Pincus, is doubling down on smaller, underserved markets, targeting a broader clientele within the affordable loans segment.

In December 2024, Shriram Finance sold its 84.44% stake in Shriram Housing Finance to Warburg affiliate Mango Crest Investment for ₹3,929 crore. After the sale, the firm underwent a rebranding, re-emerging as Truhome Finance and is now looking to capture larger share of the affordable housing market in India.

Truhome Finance CEO and MD Ravi Subramanian exerted confidence in the firm's expansion plans. "With 30% AUM (asset under management) growth expected, we should double the book within 3.5 years. In about four years, I should get to ₹50,000 crore."

Subramanian, who has been with the lender since 2018 and had stints in HSBC, Citibank, and ANZ Grindlays, said this AUM growth was a "bare minimum plan" and will be disappointed if the lender couldn't hit its target. As of 30 September, Truhome Finance's AUM was at ₹15,236 crore, of which home loans were ₹8,197 crore,



Ravi Subramanian, CEO and MD, Truhome Finance.

LAP (loan against property) was ₹5,756 crore, top-up loans at ₹761 crore, and micro LAP was ₹101 crore, as per an investor presentation. The housing lender posted net profit of ₹66 crore in Q2FY25. Disbursals for FY24 amounted to ₹7,591 crore, up 83% from a year ago, making it India's largest originator of affordable home loan.

To sustain its growth, Truhome plans to expand to tier 3 and 4 towns, where competition is lower and affordable housing demand is rising. A key part of the firm's strategy is to launch

smaller, "micro branches" that require fewer staff and focus on underserved regions. It is growing its micro LAP portfolio and deepening presence in existing markets. It had started investing in micro branches since last May post-acquisition announcement. The branches contribute around ₹200 crore to its AUM of ₹17,000 crore.

For an extended version of the story go to [livemint.com](https://livemint.com/shayan.g@livemint.com)
shayan.g@livemint.com

To sustain growth, Truhome plans to expand to tier III and IV towns, where demand for affordable housing is rising