

SBI TIES UP WITH TATA HOUSING FOR A NEVER BEFORE PARTNERSHIP FOR TATA HOMES

In a joint endeavor aimed to be the **largest collaboration in the housing space** to address housing needs of the Indian population, State Bank of India & Tata Housing have entered into a partnership that offers a unique platform that would enable easier financing and purchase of homes. Two highly trusted brands of India are collaborating to facilitate the large Indian middle class to be able to realize the most important goal of owning a house.

By way of this partnership, Government Employees and Defence Personnel having SBI Salary accounts will get a never before offer on TATA Housing Homes should they avail a SBI Home Loan for the same. This exclusive, time bound offer is designed to help customers save significantly.

The MOU between India's two trusted brands for joint initiatives were signed by Mr. Rajnish Kumar, MD (NBG), SBI and Mr. Brotin Banerjee, MD & CEO, TATA Housing.

On the occasion Mr. Rajnish Kumar said "This alliance is set to be the largest so far in this segment and one of the highlights of the collaboration is the unique positioning of trust that State Bank of India and Tata Housing have among all Indians. This partnership will ensure the best value for the consumer"

Shri Brotin Banerjee quoted "SBI & Tata Housing share common goals for the Indian market, the values and practices of both these organisations impart a common cause to facilitate housing requirement for the Indian population. This will be one of the biggest opportunities for every Indian home-buyer."

With positive sentiments in the market and special incentives from both the organisations, this collaboration is certainly opportune and will enable more Indians in fulfilling their dream of owning a home.

SBI Home Loans has been a pioneer in its field of operation. It is the largest home loan provider in the country. SBI Home Loans ride on the legacy of SBI, which includes trust, transparency and putting the consumers' interest as paramount.

Tata Housing has evolved into one of the fastest growing real estate development companies in India. The company's mission as a real estate development company is 'to delight customers by providing quality life spaces through continuous innovations.

Under this MoU, the partners will be launching various promotional campaigns from time to time.