

August 3, 2016

NSE / BSE
NSDL / CDSL / NSE - WDM / BSE – F Class

Dear Sirs,

Sub: Intimation pursuant to the provisions of Reg.30(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

The Company today has inaugurated four new branches in the outskirts of Bengaluru – strengthening its presence in Karnataka. As a part of its growth plan for FY 16-17, the Company plans to open over 150 new branches in locations across India. The 4 new branches opened today are a part of the larger branch expansion exercise for this year. The Company currently operates out of 571 branches across India plans to expand this network to over 700 branches during this financial year.

A copy of press release being released today with regard to the above is enclosed. We request you to take this on record.

Thanking you,

Yours faithfully,
For Cholamandalam Investment and Finance Company Limited



P Sujatha
Company Secretary

Encl.: As above

CHOLA expands its footprints in Karnataka by opening four new branches

- *Opens four new branches in a city on a single day*
- *Plans expansion in more places across the country in the next phase*

Bengaluru, 3rd August, 2016: Cholamandalam Investment and Finance Company Limited (CHOLA) today inaugurated four new branches in the outskirts of Bengaluru – strengthening its presence in Karnataka. **Mr. Vellayan Subbiah, Managing Director, Chola** along with other distinguished Guests inaugurated four new branches in **Peenya, Ramanagara, Bommanahalli and Devanahalli.**

Smaller locations in Karnataka are under serviced by financiers and Chola with its expanded network intends to bridge the gap. Products like tractor, mini and large commercial vehicles are the growth segments that will be tapped by the 37 branches (inclusive of the four new branches) in the state.

The distinguished guests present at the occasion included Mr. Kaushik A Narayan, Director – PSN Group of Companies, Mr. Prabhu E, DGM Sales & Marketing Karnataka – Mahindra & Mahindra Tractors Ltd, Mr. Nagesh D, Director- Sireesh Auto, Authorised dealer for Mahindra Passenger Car Division and Mr. Ramesh S, AGM Sales & Marketing – Karnataka Tafe Ltd.

Commenting on the expansion in Bengaluru, **Mr. Vellayan Subbiah-Managing Director, Chola**, said, *“Our expansion is to strengthen our relationships by being present closer to our customers and help them enter a better life. At a national level, Chola has 70% of its branches in rural areas, 20% in semi-urban, 10% in urban areas and is continuously extending its reach to meet the increasing financial needs of customers.”*

Mr. Ravindra Kundu- Executive VP & Business Head-Vehicle Finance, Chola on the occasion of the inauguration stated that *“Customers today are demanding a more personalized service and look for an optimal customer experience. We plan to increase our branch network to increase penetration, customer reach and also strengthen the hub and spoke model. This will help in providing better service to customers through lesser response time.”*

As a part of its growth plan for FY 16-17, Chola plans to open over 150 new branches in locations across India. The 4 new branches opened today are a part of the larger branch expansion exercise for this year. Chola which currently operates out of 571 branches across India plans to expand this network to over 700 branches in this financial year.