

**PRESS NOTE**

**Aditya Birla Housing Finance Expands Presence in Uttar Pradesh  
with New Branch in Moradabad**

*~ Launch offer: Zero login fees and spot sanctions up to ₹50 lakh ~*

**Moradabad, Uttar Pradesh, May 06, 2026:** Aditya Birla Housing Finance Limited (“ABHFL”), a leading housing finance company and a subsidiary of Aditya Birla Capital Limited, has expanded its footprint in Uttar Pradesh with the launch of a new branch in Moradabad, as part of its broader plan to expand its pan-India distribution network. With this addition, ABHFL’s total network in Uttar Pradesh has increased to 16 branches, strengthening its presence in high-growth markets and improving customer accessibility.

Moradabad presents a strong opportunity in the affordable housing segment, supported by its thriving MSME ecosystem and a large base of self-employed households. As housing aspirations rise among informal income groups, the new branch will address this need by offering simple, accessible, and localized housing finance solutions.

ABHFL offers a comprehensive suite of housing finance solutions tailored to diverse customer segments, including affordable housing, prime housing, construction finance, and loans against property, catering to salaried individuals, self-employed professionals, self-employed non-professionals, and emerging income groups. Backed by a robust digital ecosystem, ABHFL enables a seamless onboarding, Faster Approvals, and enhanced transparency, ensuring a superior customer experience.

To mark the launch, ABHFL is offering zero login fees along with spot loan sanctions of up to ₹50 lakh, valid from May 06 to May 31, 2026, enabling faster and more affordable access to credit for customers at these new branches.

Speaking on the expansion, **Mr. Pankaj Gadgil, MD & CEO, Aditya Birla Housing Finance Limited, said,** *“Uttar Pradesh is a key growth market for us. With strong demand and rising aspirations, we are scaling our regional presence to deepen customer engagement. By combining our growing distribution footprint with robust*

**Aditya Birla Housing  
Finance Ltd.**



**HOME LOANS**

*digital capabilities, we aim to make the homeownership journey simpler, faster, and hassle-free for customers.”*

Aligned with its promise of delivering a ‘Happy Home Loan Journey’, this expansion underscores ABHFL’s continued focus on customer-centricity, responsible lending, and driving financial inclusion through a diversified and granular retail portfolio.

For more information, please visit — <https://homefinance.adityabirlacapital.com/>

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Disclaimer: Loans are granted at the sole discretion of Aditya Birla Housing Finance Limited and subject to applicable terms and conditions