CLSS Review Meet
PMAY- Housing for All (Urban)

India Habitat Centre New Delhi
June 17, 2016
Initiatives to promote CLSS

- Print & Electronic
- Microsite
- Branch Network
- Developer participation
- Knowledge series
- Question Answer

Media

Customer

Developer

Employees
Thank you
Media Announcement & Coverage

- A media release was done in March 2016
- This was followed by 108 media coverage, which included mainline and regional dailies, electronic channels wire and online media
Microsite on ICICI BANK Website

Pradhan Mantri Awas Yojana,
Credit Linked Subsidy Scheme for
EWS and LIG categories

Pradhan Mantri Awas Yojana

What is Pradhan Mantri Awas Yojana (PMAY) Credit Linked Subsidy Scheme?
Who can avail Credit Linked Subsidy Scheme?
What are the income norms for EWS and LIG categories?
What is the applicable interest subsidy and the loan amount?
How will I receive the interest subsidy benefit?
Visibility at Branches

**Pradhan Mantri Awas Yojana**

**Presenting**

*Credit Linked Subsidy Scheme, housing for all*

- Subsidy benefit of 6.5% for first home buyers
- Upfront interest subsidy on loan outstanding

- Scheme details displayed on LCDs in 723 branches Pan India
- Marketing collaterals shared with Sales team
Knowledge Series for Employees

• A series of communication informing employees on PMAY is done periodically

• Scheme details uploaded on employee interface online platform

- What are the income norms for EWS and LIG categories?
  The income norms for EWS/LIG categories are defined as follows:
  • EWS households with an annual income up to ₹3 lakhs.
  • LIG households with an annual income between ₹3 lakhs to ₹6 lakhs.

- What is the applicable interest subsidy and the loan amount? Is there any loan amount limit?
  Beneficiaries of Economically Weaker section (EWS) and Low Income Group (LIG) seeking housing loans would be eligible for an interest subsidy at the rate of 6.5% for a tenure of 15 years or during tenure of loan whichever is lower. Subsidy can be availed on initial ₹6 lakhs of loan amount. No, there is no loan amount limit under this category of loans.

- What is the size of dwelling units under Credit Linked Subsidy Scheme?
  Credit linked subsidy is available for housing loans availed for new construction and addition of rooms, kitchen, toilet etc. to existing dwellings as incremental housing. The carpet area of houses being constructed under this component should be up to 30 sq. m. for EWS category and up to 60 sq. m. for LIG category. However, the beneficiary can construct a bigger house.

- Is there any additional document requirement to avail this subsidy?
  No, there is no additional document except a declaration of not owning a pucca house. Customers not having income proof would require to submit an affidavit.

- Can a self-employed avail Home Loan under this scheme?
  Yes, a self-empoyed can avail this facility, if they qualify the income criteria defined under scheme.
Developer participation

- Inviting developers to participate in national mission of Housing For All through CLSS