

## DMI Finance Partners with Reliance Retail

**Mumbai/Delhi, 1<sup>st</sup> November 2021:** DMI Finance Private Limited (“DMI”) today announced its partnership with **Reliance Retail Limited** to provide a first-of-its-kind suite of digital finance options for Reliance Retail consumer electronics customers across India.

Through a completely paperless digital journey, DMI will offer financing solutions to Reliance Retail consumer electronics customers at merchant locations across India. This partnership will kick-off with loans for the newly-launched JioPhone Next by Reliance Retail.

This transformational partnership brings to all Reliance Retail customers an end-to-end paperless journey that will provide instant, flexible, and affordable EMI options. The loan tenor for the JioPhone Next will be 18 and 24 months.

The spokesperson at DMI said: **“In today’s world, a smartphone is not just a consumer product, but a tool for financial inclusion at large. We, at DMI, are proud to partner with Reliance Retail to provide financing for a range of consumer electronics starting with the JioPhone Next, that will enable access to a digital life for hundreds of millions of Indians and bring them a step closer to realizing their dream of a more prosperous future.”**

### About the DMI Group

Founded in 2008 and supported by a deeply experienced team across 40 offices in India, DMI is a pan-India credit platform with core businesses in digital consumer and MSME finance, housing finance, wholesale finance, and asset management. It is a technology-first lender with class-leading digital finance initiatives. It is supported by global institutional investors, strategic family offices, leading banks, and public market creditors in India. For more details, please visit [www.dmifinance.in](http://www.dmifinance.in).

For more information, please contact:

Tarun Kankani DMI Group <a href="mailto:communications@dmifinance.in">communications@dmifinance.in</a>	Debashree Chatterjee Concept Public Relations India Ltd <a href="mailto:debashree.chatterjee@conceptpr.com">debashree.chatterjee@conceptpr.com</a>
--	--

