



Ref No: CFL/SEC/2026-27/08

Date: May 07, 2026

To,
The Manager,
Department of Corporate Services,
BSE Limited,
Phirozee Jeejeeboy Towers,
Dalal Street, Fort,
Mumbai - 400 001.
Scrip Code: 535267

Dear Sir/Ma'am,

Subject: Press Release – Launched of new financial product i.e., Consumer Durable Loan.

Pursuant to the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements), Regulations, 2015 ("SEBI Listing Regulations"), we are pleased to inform you that the Company has launched new financial product i.e., Consumer Durable Loan and has also launched a digital platform to facilitate the processing of the same.

Enclosed herewith is the Press Release in relation to the aforesaid matter.

The aforesaid information is also available on the Company's website at: www.comfortfincap.com.

This is for your information and records.

Yours faithfully,
For Comfort Fincap Limited

Ankur Agrawal
Director
DIN: 06408167

Encl: as above

COMFORT FINCAP LIMITED

Registered Office :- 22, Block B, Camac Street, Behind
Pantaloons, Kolkata, West Bengal - 700016

Corporate Office :- A-301, Hetal Arch, S.V. Road,
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Comfort Fincap Limited Launches

'Consumer Durable Loans'

NBFC Enters Retail Consumer Lending with 5-Minute Digital Smartphone Loans across Gujarat & Rajasthan.

Mumbai || Thursday, May 07, 2026:

Comfort Fincap Limited ('CFL'), a BSE-listed Non-Banking Financial Company ('NBFC'), announces the launch of Easy Mobile Financing - a consumer durable loan product enabling customers to purchase smartphones through a fully digital, hassle-free financing journey. The offering is being rolled out across Gujarat and Rajasthan, with loan approvals delivered in as little as five minutes and a seamless onboarding experience for both customers and merchant partners.

Traditionally focused on B2B financial products - including Promoter Funding, Loan against Shares, and Supply Chain Financing - CFL is now expanding its portfolio into the retail consumer lending space. The launch of Easy Mobile Financing represents CFL's strategic entry into the fast-growing digital lending segment, leveraging its NBFC credentials, BSE listing, and pan-India operational framework to serve the underfinanced retail consumer at scale.

LEADERSHIP SPEAKS

"For years, we've helped businesses and promoters access capital. With Easy Mobile Financing, we're bringing that same trust and efficiency directly to the hands of everyday consumers. A smartphone today is not a luxury, it's a gateway to employment, education, and opportunity. Making it accessible through a five-minute loan approval, without the paperwork maze, is exactly the kind of impact we want Comfort Fincap to be known for."

-Ankur Agrawal, Chairperson

A MARKET BUILT FOR THIS MOMENT

The timing of this launch aligns with a compelling market opportunity. India currently ships approximately 150 to 170 million smartphones annually, with an average selling price of 12,000 to 15,000, placing the total addressable market at approximately 2.0 to 2.5 lakh crore per year. Smartphones alone constitute 40 to 50 per cent of the overall consumer durable financing market in India - making them the single largest and most strategically valuable category for any new entrant.

"This is the clearest loan process I have seen at a point-of-sale. My staff can onboard a customer independently, without waiting for a relationship manager or filling multiple forms. The customer understands the terms right away - no confusion, no delays. It's good for them and good for my business."

-Merchant, Pilot Network

HOW IT WORKS

The Easy Mobile Financing journey is entirely digital and designed for speed. Merchant onboarding is completed through a streamlined digital portal, requiring no physical paperwork. Once live, merchants can process customer loan applications directly at the point of sale using a DIY interface that guides them through each step with clear instructions. Customer eligibility is verified digitally, with approvals confirmed within five minutes.

ABOUT COMFORT FINCAP LIMITED

Comfort Fincap Limited is a BSE-listed Non-Banking Financial Company (NBFC), operating Pan-India across institutional and retail financial segments. The company has built a strong track record in B2B lending products including Promoter Funding, Loan against Shares, and Supply Chain Financing. CFL is now entering the retail consumer durable lending space, bringing institutional-grade credit infrastructure directly to end consumers through technology-driven, digital-first processes.

MEDIA CONTACT

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