

Now, pay monthly for your home décor

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It is not just big-ticket items such as durables and furniture that are being sold on EMIs (equated monthly instalments). It is now the turn of home décor items from Welspun Retail's Welhome stores that can be bought through a purchasing finance scheme.

The retail chain is in the process of tying up with a couple of banks for giving easy credit for their credit card holders and thereby inducing sales for its home décor offerings through an EMI financing scheme called 'Triple Power Advantage.'

The scheme allows customers to convert purchase payments into three EMIs at no extra cost, no additional charge and no processing fee. With the introduction of the Triple Power Advantage, the company expects to enhance Welhome's appeal, making it a more lucrative destination for home décor.

The scheme is also expected to attract new home owners, as the EMI option is more feasible, especially for high-value purchases such as mattresses, quilts, beanbags and other bed, bath accessories.

Mr Rajiv Handa, Director and CEO, Welspun Retail Ltd, said, "Welspun Retail wants to create a viable option that makes home décor more accessible to Indians. Welhome is committed to bring innovative products to the ever evolving Indian home décor market and looks forward to extending our services to an additional clientele of the leading banks' credit card holders. We are confident that the introduction of this new scheme will attract new customers."

At present, there are around 154 Welhome stores in India, all of which would be equipped with the EMI financing scheme.