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Shriram City Union Finance Limited (SCUF) was established in 1986, and is part of the three decade-old Shriram Group. As a deposit-accepting non-banking financial company (NBFC), SCUF is today India's premier financial services company specializing in retail finance. The Consumer Finance business of the group had its origins from the needs of the Chit Funds customers and was started in year 2002 as a separate business unit, Shriram City Union Finance Ltd.

SCUF has a comprehensive range of offerings comprising finance for Two Wheelers, Three Wheelers, Four Wheeler Finance (both new and pre-owned passenger and commercial vehicles), Personal Loans, Small Business Loans, and Loan against Gold. This has made SCUF a dominant player in the field and the only NBFC to offer such a wide range of products under one roof.

SCUF has a well-defined Vision and Mission which are in keeping with the Vision, Mission, and core values of the Shriram Group.

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