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# Tina Ambani launches new scheme for seniors

NHB, Harmony to promote reverse mortgage scheme

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National Housing Bank (NHB) along with Harmony for Silvers Foundation organised a seminar to promote Reverse Mortgage, a financial product for senior citizens and launch toll-free helpline 1800100111 at Dhirubhai Ambani Knowledge City (DAKC). The helpline will help raise awareness about the reserve mortgage and clear misconceptions about the facility.

Tina Ambani, chairperson and founder of Harmony for Silver Foundation and S Sridhar, Chairman and Managing Director of NHB were the panelists for the function. The helpline aims to generate awareness about the reserve mortgage by answering queries on the facility.

Senior citizens and others interested in knowing about reserve mortgage can dial this number free of cost from

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—An NHB official

anywhere in India. The service will be operational from Monday to Saturday between 10 am to 6 pm, informed an NHB official. "There are few institutional structures to accommodate the special needs of senior citizens in India. Reserve mortgage is one of them. It is a loan that can be availed by the elders by unlocking the value of their residential property by mortgaging it while continuing to occupy it," he said.

Various concerns such as insurance, taxation, inheritance, general apprehensions and valuation are in the typical mindset of the people and the helpline will help clear all the queries. It will also help in knowing the facility properly.



■ Tina Ambani lends an ear during the inauguration of the seminar on reverse mortgage at DAKC campus —Nandu Kurne.DNA