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Aditya Birla Finance partners with IDA

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The aim of easy EMI facility is to help dentists with flexible monthly payment options



Aditya Birla Finance Limited (ABFL) in partnership with Indian Dental Association (IDA) has launched an easy EMI facility for dental treatments at 11th World Dental Show 2019, to make dental treatments more accessible and convenient in the country.

Over the past few months Indian Dental Association has been constantly working to bring the most beneficial and economical programs for dentists and patients. This partnership aims at bridging the gap between dentists and patients by making dental financing accessible, cashless, and convenient.

Most insurance policies do not cover dental treatments. At times, dental treatments could be expensive and inconvenient. Therefore, availability of easy EMI facility can be immensely useful for people to access right treatment with easy installment options starting at 0% interest.

The aim of easy EMI facility is to help dentists with flexible monthly payment options to enable their patients to take advantage of all dental treatment plans without any financial worries. It is a simple, easy and alternative treatment payment method that can be used by dentists to help their patients avail the right treatment with easy installment options.

Speaking on the occasion, Dr. Ashok Dhoble, Secretary General, Indian Dental Association said, “Easy EMI facility for dental treatments is an important step in facilitating and boosting the dental practice in India. A much-needed service that will ease the patients in terms of easy financing options on EMI basis. This facility is indeed a need of the hour to encourage people to willingly undertake oral treatment. Gearing-up on similar lines as in some of the developed countries.”

Rakesh Singh, MD & CEO, Aditya Birla Finance Limited added, “Our partnership with IDA will further enhance our product offering, providing the customers with great value in the form of hassle-free credit with easy installments for their dental treatments. It will be a seamless, fast and convenient transaction which is a win-win for both doctors and patients. At ABFL, we are continuously leveraging technology through strategic partnerships to address the credit needs of customers in the quickest and secure manner.”

Currently the program pilot has been launched in Mumbai and Delhi with limited IDA dentist members and will be implemented Pan India in a phase wise manner.