

**RBI invites public comments on the draft “Reserve Bank of India (Housing Finance Companies) Amendment Directions, 2026”**

Public consultation no. C2R/2025-26/330

Reserve Bank had earlier issued instructions on ‘Advertising, Marketing and Sales’ to Housing Finance Companies (HFCs) under Chapter-X on ‘Fair Practices Code’ in [Reserve Bank of India \(Housing Finance Companies\) Directions, 2025](#). The extant instructions have since been reviewed and it has been decided to issue comprehensive instructions on advertising, marketing and sale of financial product / service to all Non-Banking Financial Companies (NBFCs), including HFCs but excluding Core Investment Companies, NBFC-Account Aggregators and NBFCs not having any customer interface, under the [Reserve Bank of India \(Non-Banking Financial Companies – Responsible Business Conduct\) Directions, 2025](#). Accordingly, the [draft “Reserve Bank of India \(Housing Finance Companies\) Amendment Directions, 2026”](#) has been issued for public comments.

Additional comments or any attachments may also be submitted by email at [mcsdorfeedback@rbi.org.in](mailto:mcsdorfeedback@rbi.org.in).

Last date for submission of comments is March 4, 2026.

Draft Directions [PDF \(205.83 KB\)](#)