A home loan is a contract between a borrower and a lender that allows someone to borrow money to buy a house or liveable property. Attracting consumers to avail home loan is very important for a bank. Banks provide some schemes to attract consumers. Interest rates, payback period, faster processing, branding image of the banks margin amounts are some of the features which tend to attract the consumers to avail home loans. Socio economic status like age, marital status, income level etc. place important role in deciding the banking schemes accordingly. The study is to find the significance between socio economic profile and attracting features of home loan. The study will help the bank to identify the most attractive features which is preferred by the consumers.