



IIFL Finance Limited

Press Release

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IIFL Foundation launches Akshar Jyoti Program to Promote Education Awareness

IIFL Foundation, which is the CSR arm of diversified financial services conglomerate - IIFL Group - today said that it has launched '**Akshar Jyoti**' Program, aimed at spreading awareness about the **importance of education and literacy** to every household. The event, held in the **Ravalia Kala village** of **Gogunda Block**, featured street plays, dance, and songs performed by trained artists.

The program was attended by Mr. Veerendra Yadav, District Project Coordinator from the Education Department, Mrs. Madhu Jain, Director of IIFL Foundation, former village head Mr. Pappu Rana Bhil, and local residents, including the current village head. Mr. Veerendra Yadav emphasised the importance of education, stating that awareness and progress in society are possible through education.

Mrs. Madhu Jain highlighted the efforts being made by IIFL Foundation in the field of education and encouraged rural children to pursue education.

Mrs. Madhu Jain, Director, IIFL Foundation said, "At IIFL Foundation, we are committed towards creating educational opportunities for children in rural areas. We believe that education is the foundation for a better future. This program is designed to engage and inspire the community, showing them the tangible benefits of education. It's heartening to see the enthusiasm of the children and the community's positive response to our efforts,"

Through street plays, dance, and songs, the program raised awareness among rural people about the importance of education. Artists depicted the challenges of life without education and emphasised the benefits of being educated.

Mr. Pappu Rana Bhil inspired rural people to prioritise children's education, explaining that prosperity and development in society are achievable through education. He praised the



initiative by IIFL Foundation. A large number of rural people participated in the program, and children enjoyed the event. Mr. Nandalal Kher and Party presented colourful performances.

About IIFL Foundation:

IIFL Foundation is one India's largest corporate social responsibility foundations in India with significant contributions in the areas of education, health, livelihood, poverty alleviation and climate action. IIFL Foundation's flagship Sakhiyon Ki Baadi program has brought over 36,000 out-of-school girls into the education system through 1,200 schools. IIFL Foundation has supported many low-cost innovations positively impacting a large number of beneficiaries in the rural and semi-urban areas.

About IIFL Finance Ltd.:

IIFL Finance Ltd is a leading retail-focused diversified NBFC in India, offering a wide range of financial products and services through its subsidiaries, including home loans, gold loans, business loans, microfinance, capital market finance, and developer & construction finance. With a strong presence through branches and digital platforms, IIFL Finance continues to empower individuals and businesses by facilitating access to financial solutions.

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