



IIFL Finance Limited

Mumbai

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For Immediate Release

IIFL Finance Launches ‘Sapna Aapka Loan Hamara Campaign’, To Reach 350 million+ Consumers Across India

Retail-focused non-banking financial company **IIFL Finance** has launched ‘**Sapna Aapka Loan Hamara Campaign**’ with top actress **Tamannaah Bhatia** as a part of its pan-India marketing outreach. IIFL aims to reach 350 million+ consumers with its offerings over the next six months through the campaign and improve its leadership position in gold loan, home loan, business loan and microfinance loan segments.

The large-scale country-wide marketing campaign is running across TV, digital, cinema, Radio and print media among others. The campaign is aimed at unbanked and underbanked segment of customers with growing credit needs. IIFL Finance serves over 8 million customers.

Commenting on the brand film launch, **Mr Manav Verma, Chief Marketing Officer at IIFL** said, “We believe in the power of small entrepreneurs in running Indian economy. All they need is credit at the right time, which IIFL Finance understands the best. ‘Seedhi Baat’ or ‘straight talk’ is the underlying theme of all our business dealings and brand philosophy.”

The brand campaign ‘Sapna Aapka, Loan Hamara’ translates to ‘your dreams, our loan’ – which underscores our aim to become loan provider of choice for millions of small entrepreneurs and individuals borrowers and help in fulfilling their dreams.

Staying true to this brand philosophy, the campaign directed by Himashu Tiwari communicates ‘Seedhi Baat’ in an entertaining and insightful manner. While considering their options for a loan, a consumer is



bombarded with a lot of information that is often miscommunicated or misinterpreted. As a result a consumer has to go through a tedious and painful journey till loan disbursement, leading to delays or drop-outs thereby forcing him to compromise on his or her plans. The film positions IIFL Finance as the go to brand when it comes to any type of loan.

IIFL Finance is a part of financial conglomerate IIFL Group founded by legendary entrepreneur Nirmal Jain and is present across India through 4,000 branches and multiple digital platforms. The NBFC signed Tamannaah Bhatia as their brand ambassador earlier this year.

About IIFL Finance

IIFL Finance Limited is a Systematically Important Non-Deposit accepting Non-Banking Financial Company registered with Reserve Bank of India, catering to the credit needs of diverse customer base with plethora of products. IIFL Finance's offerings include home loans, gold loans, business loans including loans against property and medium and small enterprise financing, microfinance, construction and real estate finance and capital market finance; catering to both retail and corporate clients. Subsidiaries of the company are IIFL Home Finance Limited, IIFL Samasta Finance Limited (Formerly known as Samasta Microfinance Limited), IIFL Sales Limited and IIFL Open Fintech Private Limited.

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