



IIFL Finance Limited

Press Release

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IIFL FINANCE OFFERS UP TO Rs 10 LAC BUSINESS LOAN ON WHATSAPP

IIFL Finance's business loan on WhatsApp is the first-of-its kind initiative in MSME lending industry

IIFL business loan on WhatsApp is a 100% digital process

IIFL Finance offers up to Rs.10 lakh business loan to customers on WhatsApp with quick approval. IIFL Finance's business loan on WhatsApp is the first-of-its kind initiative in MSME lending industry, where 100% of the loan application-to-disbursal happens digitally. Over 450 million users of WhatsApp in India can avail a 24x7 end-to-end digital loan facility from IIFL Finance.

IIFL Finance is one of India's largest retail-focussed NBFCs with over 10 million customers, mostly unbanked and underbanked. IIFL Finance is the preferred loan destination for small entrepreneurs across India, where its present through branches and multiple digital platforms.

IIFL Finance's WhatsApp loan product is supported by a powerful AI-bot that matches the users' inputs to the loan offer, and facilitates the application. WhatsApp users can avail loan from IIFL Finance through WhatsApp by sending a "Hi" to **9019702184**, complete the necessary paperless process quickly and receive funds in account.

Bharat Aggarwal, Business Head, Unsecured Lending at IIFL Finance said, "IIFL Finance has simplified the complex journey of a loan application and disbursal through easy paperless offerings over WhatsApp. With focus on small entrepreneurs we have innovated this instant business loan on WhatsApp product."

IIFL Finance is currently able to service 1 lac MSME credit queries through its WhatsApp loan channel.

In today's omnichannel world of texts, chats, and tweets, merchants want to interact with businesses the same way they connect with their family and friends. Indians love to chat on WhatsApp, which is



easy and convenient.

About IIFL Finance

IIFL Finance Ltd is one of the leading retail-focused diversified NBFC in India, engaged in the business of loans and mortgages along with its subsidiaries - IIFL Home Finance Limited and Samasta Microfinance Limited. IIFL Finance, through its subsidiaries, offers a wide spectrum of products such as Home loan, Gold loan, Business loan, Microfinance, Capital Market finance and Developer & Construction finance to a vast customer base of over 8 million customers. IIFL Finance has widened its pan-India reach through extensive network of branches spread across the country and various digital channels.

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