



IIFL Finance Signs Top Pan-Indian Actor Tamannaah Bhatia as Brand Ambassador

IIFL Finance, which is one of India's largest non-banking financial companies (NBFC) today said that it **has signed top Indian actor Ms Tamannaah Bhatia as its brand ambassador** as it aims to bolster its pan-India brand presence.

IIFL Finance is a retail-focused NBFC with a loan AUM of \$7 billion, serving over 8.5 million customers across India, through 3,700+ branches and multiple digital platforms. IIFL Finance's offerings include gold loan, home loan, business loan and personal loan. IIFL Finance also has a subsidiary – IIFL Samasta Microfinance and is in the process of setting up India's first MSME neobank – IIFL Open Neobank – in partnership with **Open Financial Technologies**.

Speaking on the new brand ambassador appointment, **Mr Manav Verma, Chief Marketing Officer of IIFL** said, "We want to be the loans destination of choice fulfilling dreams and goals of millions of Indians who don't have easy access to credit. Ms Tamannaah is a top actor in India since the last fifteen years and has a deep connect with our customer segments. The association will further elevate our brand strengths together."

Ms Tamannaah Bhatia said, "I am delighted to be associated with IIFL. Being a dreamer, I can identify with dreams of millions of Indians and respect the role IIFL plays by providing credit across India."

"IIFL Finance's brand philosophy – "SeedhiBaat" – reflects in their simple, straight forward product offerings and seamless processes, which also resonates with my professional philosophy."

Ms Tamannaah Bhatia is one of India's top female actors with over 100 films to her credit across Hindi, Telugu, Tamil, Malayalam and Kannada cinema. The Bahubali-fame actor has received 19 major awards for her work and an honorary doctorate for her contributions to cinema. She is also a prominent actor in the OTT space. Ms Tamannaah recently turned an author with 'Back to the Roots' published by Penguin



Random House India.

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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