



**IIFL Home Finance Ltd. unveils film with actor Pawan Malhotra as  
Bharosa Bhau**

Publication:	Afaqs	Edition:	Online Coverage
Published Date	29 Jan 2024		

## Top Republic Day campaigns in 2024

<https://www.afaqs.com/news/marketing-initiatives/top-republic-day-campaigns-in-2024>

Republic Day campaigns that captured the heart of a varied India. 1. Apollo Tyres

In a heartfelt tribute on the 75th Republic Day, Apollo Tyres, in collaboration with Resonance Digital, releases a touching digital video expressing unwavering support and respect for the nation's defence forces. This CG-powered film showcases Apollo Tyres as a symbol of strength, standing alongside the forces in snowy landscapes, dense forests, and desert expanses. Against the patriotic backdrop of "Vande Mataram," the video serves as a simple yet powerful testament to Apollo Tyres' commitment to honoring and supporting our armed forces.

2. Godrej

In Godrej's Republic Day campaign, titled "Celebrating India's Diamond Jubilee," the brand exudes pride, acknowledging every achievement and global impact. With the hashtag #HeereJaisaMazboot, Godrej pays tribute to the nation's strength and resilience. As India marks 75 years of empowerment, the campaign embodies a celebration of the country's enduring spirit and its noteworthy contributions on the global stage.

3. Vistara

Vistara's #RepublicDay campaign unveils 'Vistara's Symphony,' a mesmerizing soundtrack inspired by India's diverse sounds and instruments. Immerse yourself in the cultural melodies on your next Vistara flight or click the link to experience the harmonious celebration

4. IIFL Home Loan

IIFL Home Loans unveils Bharosa Bhau, the fearless companion on the path from dreams to success! With the tagline "No fear when Bharosa Bhau is here! Ab Sapne #SaathHongeKaamyaab," observe this trustworthy partner confidently reassuring millions of Indians. When the one you trust the most believes in IIFL Home Loans, success becomes inevitable with ease and confidence.

5. Axis Bank

Axis Bank extends an invitation to explore your India in moments both ordinary and extraordinary, simple yet remarkable. Embrace the uniqueness of each experience and uncover the India that authentically belongs to you. Discover the essence of your own journey in every special moment.

6. Kia India

Kia India commemorates a generation of brilliant minds, paying homage to the great nation on its 75th Republic Day. Here's to the enduring inspiration drawn from the nation. Wishing everyone a Happy Republic Day!

7. Hisense India

Hisense India reflects on the journey from watching parades as kids to witnessing India's soaring achievements. Embracing a blend of traditions and groundbreaking innovations, we look forward to the future. Cheers to celebrating the nation's progress and the spirit of Republic Day.

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Publication:	BuzzInContent	Edition:	Online Coverage
Published Date	29 Jan 2024		

## IIFL Home Finance unveils film with actor Pawan Malhotra as Bharosa Bhau

<https://www.buzzincontent.com/story/iifl-home-finance-unveils-film-with-actor-pawan-malhotra-as-bharosa-bhau/>

IIFL Home Finance, a digital-first home finance company, unveiled its latest film.

Schbang, a Creative, Media, Technology Transformation company collaborated as the creative partner for the film. Together with IIFL Home Finance, they are set to launch the film centered on the key theme of "Saath Honge Kaamyaab" in languages across India.

The film features Bharosa Bhau played by the actor Pawan Malhotra. The narrative shows Bharosa Bhau placing his trust in IIFL Home Finance.

Madhvi Gupta, Head, Marketing, ESG and CSR, IIFL Home Finance, expressed her enthusiasm on the launch stating, "We believe in transforming dreams of our customers into reality by supporting them in their journey of home ownership and business needs. Our film 'Saath Honge Kaamyaab' captures the essence of trust and support, reinforcing that with IIFL Home Finance, you are not alone in the journey towards pursuing your dreams and can place your trust in the brand."

Manish Kinger, Executive Creative Director, Schbang said, "Our intent with 'Saath Honge Kamyab' is to solidify the aura of trust around the brand. It was imperative to deliver on this objective with a packaging that is consumer-first. Which is why we chose humor over emotion as our language of communication. The creation of Bharosa Bhau was the first step in that direction - a brand champion that is relatable, witty and memorable. With this quirky film, we are looking to inject comic relief in the otherwise serious category and reinstate friend-like trust on the brand, in the process."

Malhotra sharing his experience on playing the lead role in the film 'Saath Honge Kaamyaab' said, "Portraying the role in 'Saath Honge Kaamyaab' has been an enriching experience. The film's narrative, centered around trust, resonated with me deeply. It beautifully captures the essence of reliability in various life situations. Being associated with IIFL Home Finance and this inspiring project has been a privilege, and I believe the audience will connect with the powerful message it delivers."

Credits:

IIFL Home Finance Ltd.'s Brand Team:

Madhvi Gupta, Head - Marketing, ESG and CSR

Surbhi Gupta, Brand Manager

Schbang Creative:

Manish Kinger, Executive Creative Director

Baani Singh, Group Creative Manager

Tarana Jagota, Sr. Creative Strategist

Ali Ahmad, Creative Strategist

Schbang Art:

Akhil Chopra, Sr. Creative Director

Jayesh Joshi, Art Director

Somasundaram, Design Lead

Manvi Singh Chouhan, Sr. Graphic Visualiser

Subhashini Jain, Graphic Visualiser

Rohit Chowdhary, Sr. Animator

Raj Verma, Animator

Schbang Solutions:

Rohan Hukeri, Executive Vice President, Brand Solutions

Madhurika Banerjee, Vice President, Brand Solutions

Suraj Soni, Group Brand Solutions Manager

Deghpreet Kaur Lamba, Brand Solutions Lead

Jannat Bhatia, Sr. Brand Solutions Strategist

Harshit Verma, Brand Solutions Strategist

Publication:	Bw Marketing World	Edition:	Online Coverage
Published Date	27 Jan 2024		

## IIFL Home Finance's Film Captures The Essence Of Trust & Support

<https://bwmarketingworld.businessworld.in/article/IIFL-Home-Finance-s-Film-Captures-The-Essence-Of-Trust-Support/27-01-2024-507759>

The film revolves around the theme of trust, featuring Bharosa Bhau played by the veteran actor Pawan Malhotra, a trusted figure symbolising reliability in relationships

IIFL Home Finance has unveiled its latest film, capturing the essence of trust and support that the audience can place in the brand. This epitomises the brand's commitment, presence and unwavering support to turn dreams into reality by fulfilling the dream of home ownership and also the business loan requirements of their audiences.

Schbang has collaborated as the creative partner for the film. Together with IIFL Home Finance, they are set to release the film centered on the key theme of "Saath Honge Kaamyaab" in multiple languages across India.

The film revolves around the theme of trust, featuring Bharosa Bhau played by the veteran actor Pawan Malhotra, a trusted figure symbolising reliability in relationships. His recall as the face of reason is exceptionally high, resonating with those seeking trust within their circle.

Madhvi Gupta, Head, Marketing, ESG and CSR, IIFL Home Finance tells, "We believe in transforming dreams of our customers into reality by supporting them in their journey of home ownership and business needs. Our film 'Saath Honge Kaamyaab' captures the essence of trust and support, reinforcing that with IIFL Home Finance., you are not alone in the journey towards pursuing your dreams and can place your trust in the brand."

Bharosa Bhau emerges as the ultimate arbiter of trust, offering reassurance and affirmation. The narrative seamlessly transitions to Bharosa Bhau placing his trust in IIFL Home Finance, delivering a powerful message about the reliability and credibility of the brand when it comes to fulfilling the dream of home ownership and business loan requirements.

Manish Kinger, Executive Creative Director, Schbang adds, "Our intent with 'Saath Honge Kamyab' is to solidify the aura of trust around the brand. It was imperative to deliver on this objective with a packaging that is consumer-first. Which is why, we chose humor over emotion as our language of communication. The creation of Bharosa Bhau was the first step in that direction - a brand champion that is relatable, witty and memorable. With this quirky film, we are looking to inject comic relief in the otherwise serious category and reinstate friend-like trust on the brand, in the process.

Publication:	Indian Television	Edition:	Online Coverage
Published Date	27 Jan 2024		

## IIFL Home Finance Ltd. unveils film with actor Pawan Malhotra

<https://indiantelevision.com/movies/hindi/iifl-home-finance-ltd.-unveils-film-with-actor-pawan-malhotra-240127>

Mumbai: IIFL Home Finance Ltd., digital-first home finance company unveils its latest film, capturing the essence of trust and support that the audience can place in the brand. This epitomises the brand's commitment, presence and unwavering support to turn dreams into reality by fulfilling the dream of home ownership and also the business loan requirements of their audiences.

Schbang, a creative, media, technology transformation company collaborates as the creative partner for the film. Together with IIFL Home Finance Ltd., they are set to launch the film centered on the key theme of "Saath Honge Kaamyaab" in languages across India. The film revolves around the theme of trust, featuring Bharosa Bhau played by the veteran actor Pawan Malhotra, a trusted figure symbolising reliability in relationships. His recall as the face of reason is exceptionally high, resonating with those seeking trust within their circle.

Bharosa Bhau emerges as the ultimate arbiter of trust, offering reassurance and affirmation. The narrative seamlessly transitions to Bharosa Bhau placing his trust in IIFL Home Finance Ltd., delivering a powerful message about the reliability and credibility of the brand when it comes to fulfilling the dream of home ownership and business loan requirements.

IIFL Home Finance Ltd head, marketing, ESG and CSR Madhvi Gupta expressed her enthusiasm on the launch stating, "We believe in transforming dreams of our customers into reality by supporting them in their journey of home ownership and business needs. Our film 'Saath Honge Kaamyaab' captures the essence of trust and support, reinforcing that with IIFL Home Finance Ltd., you are not alone in the journey towards pursuing your dreams and can place your trust in the brand."

Manish Kinger Schbang executive creative director Manish Kinger said, "Our intent with 'Saath Honge Kamyaab' is to solidify the aura of trust around the brand. It was imperative to deliver on this objective with a packaging that is consumer-first. Which is why we chose humor over emotion as our language of communication. The creation of Bharosa Bhau was the first step in that direction - a brand champion that is relatable, witty and memorable. With this quirky film, we are looking to inject comic relief in the otherwise serious category and reinstate friend-like trust on the brand, in the process.

Pawan Malhotra sharing his experience on playing the lead role in the film 'Saath Honge Kaamyaab' said, "Portraying the role in 'Saath Honge Kaamyaab' has been an enriching experience. The film's narrative, centered around trust, resonated with me deeply. It beautifully captures the essence of reliability in various life situations. Being associated with IIFL Home Finance Ltd. and this inspiring project has been a privilege, and I believe the audience will connect with the powerful message it delivers."

The overarching concept underscores the idea that trust is foundational, and the one you trust (Bharosa Bhau) chooses to place his trust in IIFL Home Finance Ltd.

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Publication:	Media Brief	Edition:	Online Coverage
Published Date	27 Jan 2024		

## **IIFL Home Finance launches campaign film starring Pawan Malhotra as 'Bharosa Bhau'**

<https://mediabrief.com/iifl-home-finance-launches-campaign-film-starring-pawan-malhotra-as-bharosa-bhau/>

IIFL Home Finance Ltd., a digital-first home finance company unveils its latest film, capturing the essence of trust and support that the audience can place in the brand.

This epitomizes the brand's commitment, presence, and support to turn dreams into reality by fulfilling the dream of home ownership and also the business loan requirements of their audiences.

Schbang, a Creative, Media, and Technology Transformation company collaborates as the creative partner for the film. Together with IIFL Home Finance Ltd., they are set to launch the film centered on the key theme of "Saath Honge Kaamyab" in languages across India.

The film revolves around the theme of trust, featuring Bharosa Bhau played by the veteran actor Pawan Malhotra, a trusted figure symbolizing reliability in relationships. His recall as the face of reason is high, resonating with those seeking trust within their circle.

Bharosa Bhau emerges as the arbiter of trust, offering reassurance and affirmation. The narrative transitions to Bharosa Bhau placing his trust in IIFL Home Finance Ltd., delivering a powerful message about the reliability and credibility of the brand when it comes to fulfilling the dream of home ownership and business loan requirements.

Madhvi Gupta, Head, Marketing, ESG and CSR, IIFL Home Finance Ltd. said, "We believe in transforming dreams of our customers into reality by supporting them in their journey of home ownership and business needs. Our film 'Saath Honge Kaamyab' captures the essence of trust and support, reinforcing that with IIFL Home Finance Ltd., you are not alone in the journey towards pursuing your dreams and can place your trust in the brand."

Manish Kinger, Executive Creative Director, Schbang, said, "Our intent with 'Saath Honge Kaamyab' is to solidify the aura of trust around the brand. It was imperative to deliver on this objective with a packaging that is consumer-first. Which is why, we chose humor over emotion as our language of communication. The creation of Bharosa Bhau was the first step in that direction – a brand champion that is relatable, witty and memorable. With this quirky film, we are looking to inject comic relief in the otherwise serious category and reinstate friend-like trust on the brand, in the process."

Pawan Malhotra, said, "Portraying the role in 'Saath Honge Kaamyab' has been an enriching experience. The film's narrative, centered around trust, resonated with me deeply. It beautifully captures the essence of reliability in various life situations. Being associated with IIFL Home Finance Ltd. and this inspiring project has been a privilege, and I believe the audience will connect with the powerful message it delivers."

The concept underscores the idea that trust is foundational, and the one you trust (Bharosa Bhau) chooses to place his trust in IIFL Home Finance Ltd.

Credits:

IIFL Home Finance Ltd.'s Brand Team:

Madhvi Gupta, Head – Marketing, ESG and CSR

Surbhi Gupta, Brand Manager

Schbang Creative:

Manish Kinger, Executive Creative Director

Baani Singh, Group Creative Manager

Tarana Jagota, Sr. Creative Strategist

Ali Ahmad, Creative Strategist

Schbang Art:

Akhil Chopra, Sr. Creative Director

Jayesh Joshi, Art Director

Somasundaram, Design Lead

Manvi Singh Chouhan, Sr. Graphic Visualiser

Subhashini Jain, Graphic Visualiser

Rohit Chowdhary, Sr. Animator

Raj Verma, Animator

Schbang Solutions:

Rohan Hukeri, Executive Vice President, Brand Solutions

Madhurika Banerjee, Vice President, Brand Solutions

Suraj Soni, Group Brand Solutions Manager

Deghpreet Kaur Lamba, Brand Solutions Lead

Jannat Bhatia, Sr. Brand Solutions Strategist

Harshit Verma, Brand Solutions Strategist

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Publication:	Afaqs	Edition:	Online Coverage
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## IIFL Home Finance's latest film emphasises trust and support

<https://www.afaqs.com/news/advertising/iifl-home-finances-latest-film-emphasises-trust-and-support>

The film titled 'Saath Honge Kaamyaab' features actor Pawan Malhotra as Bharosa (trust) Bhau

IIFL Home Finance, a digital-first home finance company unveils its latest film to capture the essence of trust and support that the audience can place in the brand. The campaign aims to demonstrate its commitment to transforming dreams into reality by addressing home ownership and business loan needs of its audience.

The film centered on the theme of ' Saath Honge Kaamyaab ' is set to launch in languages across India. The film revolves around trust, with Bharosa Bhau , played by Pawan Malhotra, symbolising reliability in relationships. Bharosa Bhau appeals to those seeking trust and aims to offer reassurance and affirmation.

The narrative transitions to Bharosa placing his trust in IIFL Home Finance, highlighting its reliability and credibility in fulfilling home ownership and business loan requirements.

Madhvi Gupta, head, marketing, ESG and CSR, IIFL Home Finance , expressed her enthusiasm on the launch stating, "Our film ' Saath Honge Kaamyaab' captures the essence of trust and support, reinforcing that with IIFL Home Finance, you are not alone in the journey towards pursuing your dreams and can place your trust in the brand."

Manish Kinger, executive creative director, Schbang said, "Our intent with 'Saath Honge Kamyab' is to solidify the aura of trust around the brand. With this quirky film, we are looking to inject comic relief in the otherwise serious category and reinstate friend-like trust on the brand, in the process."

Pawan Malhotra said, "Portraying the role in ' Saath Honge Kaamyaab ' has been an enriching experience. Being associated with IIFL Home Finance and this inspiring project has been a privilege, and I believe the audience will connect with the powerful message it delivers."

Credits:

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Surbhi Gupta, brand manager

Schbang Creative:

Manish Kinger, executive creative director

Baani Singh, group creative manager

Tarana Jagota, sr. creative strategist

Ali Ahmad, creative strategist

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Publication:	ET BrandEquity	Edition:	Online Coverage
Published Date	25 Jan 2024		

## IIFL brings in Bharosa Bhau to weave in the trust factor

<https://brandequity.economictimes.indiatimes.com/news/advertising/iifl-brings-in-bharosa-bhau-to-weave-in-the-trust-factor/107147809>

B IIFL Home Finance has unveiled its latest film, that captures the essence of turning dreams into reality by fulfilling the dream of home ownership and also the business loan requirements of their audiences.

Watch the film here:

<https://www.youtube.com/watch?v=bRU6AFwPIN0>

The campaign is created by Schbang . The film revolves around the theme of trust, featuring Bharosa Bhau , a character who symbolises reliability in relationships. The narrative transitions to Bharosa Bhau placing his trust in IIFL Home Finance, delivering a message about the reliability of the brand when it comes to fulfilling the dream of home ownership and business loan requirements.

Madhvi Gupta, head, marketing, ESG and CSR, IIFL Home Finance, said, "We believe in transforming dreams of our customers into reality by supporting them. Our film captures the essence of trust and support."

Manish Kinger, ECD, Schbang said, "We are looking to inject comic relief in the otherwise serious category and reinstate friend-like trust on the brand, in the process."

He added, "The creation of Bharosa Bhau was the first step in that direction - a brand champion that is relatable, witty and memorable."

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Publication:	Media News4u	Edition:	Online Coverage
Published Date	25 Jan 2024		

## IIFL Home Finance looks to capture the essence of trust and support in a new campaign

<https://www.medianews4u.com/iifl-home-finance-looks-to-capture-the-essence-of-trust-and-support-in-a-new-campaign/>

IIFL Home Finance a digital-first home finance company has unveiled its latest film. The aim is to capture the essence of trust and support that the audience can place in the brand. This the brand said epitomises its commitment, presence and unwavering support to turn dreams into reality by fulfilling the dream of home ownership and also the business loan requirements of their audiences. Actor Pawan Malhotra stars in the campaign.

Schbang, a Creative, Media, Technology Transformation company collaborates as the creative partner for the film. Together with IIFL Home Finance they will launch the film centered on the key theme of 'Saath Honge Kaamyaab' in several languages across the country.

The film revolves around the theme of trust, featuring Bharosa Bhau played by Malhotra, a trusted figure symbolising reliability in relationships. His recall as the face of reason is exceptionally high, resonating with those seeking trust within their circle said the company.

Bharosa Bhau emerges as the ultimate arbiter of trust, offering reassurance and affirmation. The narrative seamlessly transitions to Bharosa Bhau placing his trust in IIFL Home Finance Ltd., delivering a powerful message about the reliability and credibility of the brand when it comes to fulfilling the dream of home ownership and business loan requirements.

IIFL Home Finance Head, Marketing, ESG and CSR Madhvi Gupta said, "We believe in transforming dreams of our customers into reality by supporting them in their journey of home ownership and business needs. Our film 'Saath Honge Kaamyaab' captures the essence of trust and support, reinforcing that with IIFL Home Finance Ltd., you are not alone in the journey towards pursuing your dreams and can place your trust in the brand."

Schbang executive creative director Manish Kinger said, "Our intent with 'Saath Honge Kamyaab' is to solidify the aura of trust around the brand. It was imperative to deliver on this objective with a packaging that is consumer-first. Which is why we chose humor over emotion as our language of communication. The creation of Bharosa Bhau was the first step in that direction – a brand champion that is relatable, witty and memorable. With this quirky film, we are looking to inject comic relief in the otherwise serious category and reinstate friend-like trust on the brand, in the process."

Malhotra sharing his experience on playing the lead role in the film 'Saath Honge Kaamyaab' said, "Portraying the role in 'Saath Honge Kaamyaab' has been an enriching experience. The film's narrative, centered around trust, resonated with me deeply. It beautifully captures the essence of reliability in various life situations. Being associated with IIFL Home Finance Ltd. and this inspiring project has been a privilege, and I believe the audience will connect with the powerful message it delivers."

The overarching concept underscores the idea that trust is foundational, and the one you trust (Bharosa Bhau) chooses to place his trust in IIFL Home Finance Ltd.

Watch the film here:

Feedback: Editorial@medianews4u.com

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Publication:	Blogoday	Edition:	Online Coverage
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## **IIFL Home Finance Ltd. unveils inspiring film with veteran actor Pawan Malhotra as Bharosa Bhau capturing the essence of trust and support**

<https://www.blogoday.com/iifl-home-finance-ltd-unveils-inspiring-film-with-veteran-actor-pawan-malhotra-as-bharosa-bhau-capturing-the-essence-of-trust-and-support/>

Gurgaon, January 25th, 2024: IIFL Home Finance Ltd., India's fastest-growing digital-first home finance company proudly unveils its latest film, capturing the essence of trust and support that the audience can place in the brand. This epitomizes the brand's commitment, presence and unwavering support to turn dreams into reality by fulfilling the dream of home ownership and also the business loan requirements of their audiences.

Schbang, a Creative, Media, Technology Transformation company collaborates as the creative partner for the film. Together with IIFL Home Finance Ltd., they are set to launch the film centered on the key theme of "Saath Honge Kaamyaab" in languages across India.

The film revolves around the theme of trust, featuring Bharosa Bhau played by the veteran actor Pawan Malhotra, a trusted figure symbolizing reliability in relationships. His recall as the face of reason is exceptionally high, resonating with those seeking trust within their circle.

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Madhvi Gupta, Head, Marketing, ESG and CSR, IIFL Home Finance Ltd., expressed her enthusiasm on the launch stating, "We believe in transforming dreams of our customers into reality by supporting them in their journey of home ownership and business needs. Our film 'Saath Honge Kaamyaab' captures the essence of trust and support, reinforcing that with IIFL Home Finance Ltd., you are not alone in the journey towards pursuing your dreams and can place your trust in the brand."

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Pawan Malhotra sharing his experience on playing the lead role in the film 'Saath Honge Kaamyaab' said, "Portraying the role in 'Saath Honge Kaamyaab' has been an enriching experience. The film's narrative, centered around trust, resonated with me deeply. It beautifully captures the essence of reliability in various life situations. Being associated with IIFL Home Finance Ltd. and this inspiring project has been a privilege, and I believe the audience will connect with the powerful message it delivers."

The overarching concept underscores the idea that trust is foundational, and the one you trust (Bharosa Bhau) chooses to place his trust in IIFL Home Finance Ltd.

IIFL Home Finance Ltd., is a leading player in the affordable home finance segment, highlights its comprehensive contributions to affordable housing, showcasing a commitment to addressing the housing and business needs of thousands of individuals and families.

IIFL Home Finance Ltd.'s Brand Team:

Madhvi Gupta, Head – Marketing, ESG and CSR

Surbhi Gupta, Brand Manager

Schbang Creative:

Manish Kinger, Executive Creative Director

Baani Singh, Group Creative Manager

Tarana Jagota, Sr. Creative Strategist

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Jannat Bhatia, Sr. Brand Solutions Strategist

Harshit Verma, Brand Solutions Strategist

About IIFL Home Finance Ltd.

IIFL Home Finance Limited, the largest affordable housing finance company which is a subsidiary of IIFL Finance Limited, with 79.59% shareholding, while Abu Dhabi Investment Authority acquired 20.41% stake in the company in 2022. As of 30th September 2023, the AUM stood at Rs 31,094 crore of which home loan is 77%. The Return on Assets (ROA) for the period is at 4.33%. Through affordable home loans, IIFL HFL makes people's aspirations of owning a home a reality, while emphasizing on supporting green buildings and projects that help society achieve inclusive sustainable development. The objective is to fulfil economic upliftment for EWS/LIG segments of the country. The company has adopted an asset light model by getting into co-lending arrangements that further helps to reach and distribution capability penetrate and expand in deeper markets of India. To facilitate a seamless customer experience, the entire life cycle of housing loans is technology driven i.e., from origination to closure. The state-of-the-art IT infrastructure helps in reducing costs, real-time analysis of customer data, improving control and underwriting functions, while increasing customer.

Publication:	Campaign India	Edition:	Online Coverage
Published Date	24 Jan 2024		

Republic Day 2024: Brand work that caught our attention

[Republic Day 2024: Brand work that caught our attention | Advertising | Campaign India](#)

As India unites to commemorate Republic Day 2024, brands showcase impactful campaigns, blending patriotic messages with innovative visuals to capture the essence of the occasion. We picked selected campaigns received in our inboxes that stood out for us.