L&T Finance unveils Gold Loan Campaign featuring brand ambassador Jasprit Bumrah in Jaipur

Jaipur Gold Loan *study by L&T Finance shows strong demand for Gold Loans to fund property, business, and education goals*

Jaipur, October 22, 2026: L&T Finance Ltd. (LTF), one of the leading retail financiers in the country, introduced three new TV commercials (TVC) with the tagline, '*Koi Bhi Sapna Hold Mat Karo, L&T Finance Gold Loan Karo,*' featuring its brand ambassador, Jasprit Bumrah in Jaipur, Rajasthan. Through this campaign, LTF will drive awareness for its Gold Loan offerings and empower individuals, micro-entrepreneurs, and households to unlock the value of their idle gold to fuel their growth, aspirations, and dreams.

According to the latest Gold Loan Study conducted by L&T Finance in Jaipur, consumers stated that their aspirations are on hold due to financial constraints. Buying a land or property, starting a new business, buying a two-wheeler, and paying for education (self or family) were cited as the primary aspirations stalled by lack of funds. Demonstrating a strong receptivity to credit solutions, 62% respondents expressed interest in taking a Gold Loan to fulfill their goals, specifically viewing Gold Loans as a viable financing option to make land or property purchase (20%), starting a new business (17%), to buy a two-wheeler (15%), and for education for self or family (15%).

Mr. Raju Dodti, Whole-time Director and Chief Operating Officer, L&T Finance Ltd., said *"As L&T Finance continues its transformation into a Risk-first, Tech-first, AI-native retail financial institution under our Lakshya 2031 strategy, Gold Loan serves as one of the key drivers of our growth agenda. Reflecting this momentum, our high-yielding, secured gold loan portfolio grew by an impressive 242% YoY to Rs.5,043 Crore in Q2FY27, up from Rs. 1,475 Crore in Q2FY26, backed by 502 active Gold Loan branches, with a plan to take total Gold Loan branches to over 800 in this financial year. This campaign allows us to tap into emerging markets, deepen customer connection, and ensure a sustained upward trajectory in the coming years."*

The Company has launched an integrated marketing campaign covering key markets in eight states and a union territory, reaching consumers through approximately 150 branches of LTF.

The TVCs are a light-hearted three-film series, effortlessly blending humour with the realities of modern financial aspirations. Cricketer Jasprit Bumrah features as a trusted problem solver. In the first film, he advises a struggling farmer to leverage a gold loan and expand his livestock to boost his income. In the second scenario, he encourages a nosy homemaker to stop putting her dreams on hold and use Gold Loan to bring home the consumer durables she has always wished for. And, in the third film, he guides a Kirana store owner to restock his depleting inventory and scale up operations.

Ms. Kavita Jagtiani, Chief Marketing Officer, L&T Finance Ltd., said, *"Today's consumers are aspirational, yet increasingly value-conscious in how they approach credit. Gold Loans sit perfectly at this intersection- offering a safe and smart way to achieve the goals using an asset they already trust. India holds a vast amount of idle household gold; there is immense opportunity to turn these savings into active growth. With the 'Koi Bhi Sapna Hold Mat Karo, L&T Finance Gold Loan Karo' campaign, we want to showcase gold as a source of real financial utility that*

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helps individuals move forward with confidence. We are confident this campaign will meaningfully resonate with audiences across the country, reinforcing our position as a trusted financial partner."

LTF amplified the campaign across on-ground and TV channels during the matches. The TVCs were aired on Sony TV Broadcast Network across its nine Linear TV channels. LTF was also the 'Co-presenting' partner for the India Sri Lanka test series held in August 2026. To drive on-ground engagement, the campaign utilises transit media branding on busses, extending the brand's footprint deep into local markets.

Taking the narrative to the streets, LTF has also deployed street props such as park benches as gold-branded canvases in Ahinsa Park and Shyam Vatika Park at Vivek Vihar, Jaipur, creating hyperlocal visibility. LTF is also spotlighting high-footfall branches across all zones with immersive, 360-degree branding designed for maximum recall.

To boost its digital presence and reach local audiences, LTF is using real-time shopping signals by playing custom promotional jingles at checkout counters of local shops during live payment transactions. The overall media strategy blends high-reach video platforms with deep-rooted integration across Tier 2 and Tier 3 vernacular channels, enlisting regional creators to bring relatable, real-life financial moments to life in the languages audiences are most comfortable with.

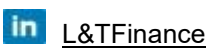
To watch the TV commercials, click here:

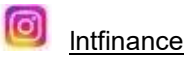
1) Kheti Badhane Ka Sapna | Koi Bhi Sapna Hold Mat Karo
2) Bada TV Ho Ya Bada Fridge | Koi Bhi Sapna Hold Mat Karo
3) Business Badhana Hai? Koi Bhi Sapna Hold Mat Karo

To apply for 'L&T Finance Gold Loan', please give missed call on +91 7045180180 or visit our website https://www.ltfinance.com/

About L&T Finance Ltd. (LTF):

L&T Finance Ltd. (LTF) (www.LTFINANCE.com), is a leading Non-Banking Financial Company (NBFC), offering a range of financial products and services. Headquartered in Mumbai, the Company has been rated 'AAA' — the highest credit rating — by four leading domestic rating agencies. LTF is also rated by International Rating Agencies. S&P Global Ratings has affirmed LTF with long-term Issuer Credit Rating at "BBB/Stable and short-term issuer credit rating to "A-2". Fitch Ratings has affirmed LTF Long-Term Foreign and Local-Currency Issuer Default Ratings of "BBB-" with a Stable outlook. It has also received leadership scores and ratings by global and national Environmental, Social, and Governance (ESG) rating providers for its sustainability performance. The Company has been certified as a Great Place To Work® and has also won many prestigious awards for its flagship CSR project – "Digital Sakhi"- which focuses on women's empowerment and digital and financial inclusion. Under Right to Win, being in the 'right businesses' has helped the Company become one of the leading financiers in key Retail products. The Company is focused on transforming into a Risk-first, Technology-first, AI-native Retail financial services institution as part of the Lakshya 2031 strategic plan. The Company has over 3 Crore customer database, which is being leveraged to cross-sell, up-sell, and identify new customers.





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