

L&T Finance Ltd. unveils TV commercial for Business Loan with Jasprit Bumrah

Mumbai, April 17, 2025: L&T Finance Ltd. (LTF), one of the leading retail financiers in the country, has introduced its latest TV commercial for Business Loan with the tagline, 'Aapke Business Ka Game Changer' featuring Indian cricketer Jasprit Bumrah. Just as Bumrah is a 'Game Changer' in cricket, LTF aims to be a Game Changer for businesses and the tagline, 'Aapke Business Ka Game Changer' signifies this.

The TV commercial highlights LTF's Business Loan features such as a fully digitised process, quick loan disbursement, and App-based withdrawal facility for diverse and evolving business needs. These features, coupled with Jasprit Bumrah's endorsement solidify as the optimal solution for entrepreneurs aiming to excel and achieve their goals.

The Business Loan offered by LTF has some specific features that make them a 'Game Changer'. This includes a digital process that streamlines loan applications, enabling businesses to access funds quickly and efficiently; quick disbursement, which provides businesses with the necessary capital when they need it most, allowing them to seize opportunities and overcome challenges; and an app-based withdrawal facility that offers flexibility and control over cash flow, empowering businesses to manage their finances effectively.

Speaking on the occasion, **Mr. Sudipta Roy, Managing Director and CEO at LTF** said, "We are delighted to launch our new TV commercial for Business Loan with Jasprit Bumrah. In today's rapidly evolving economic landscape, the ability to secure agile and dependable financing is no longer a luxury, but a fundamental necessity for businesses to not only survive, but to truly flourish. Recognizing this critical need, LTF is dedicated to serving as a powerful catalyst for entrepreneurial growth through its innovative and tech-enabled financial solutions. We deeply understand the multifaceted challenges that entrepreneurs encounter, from navigating fluctuating market conditions to managing operational cash flow. Our commitment extends beyond simply providing funds as we aim to be a strategic partner in our customers' success."

Ms. Kavita Jagtiani, Chief Marketing Officer at LTF said, "Our brand ambassador Jasprit Bumrah is renowned for his precision, consistency, and ability to deliver under pressure. He embodies the qualities of a 'Game Changer'. Our TV commercial strategically leverages his image to effectively communicate the reliability and high-performance nature of our Business Loan offerings to a vast audience."

The TV commercial will be streamed on leading business news channels. Along with the TV commercial, the campaign will also be launched outdoor with hoardings, airport branding in Mumbai and Delhi, ads in inflight magazine and a full-fledged digital launch

with Bumrah. In addition, the Company is also conducting several initiatives like influencer marketing, microsite, and engaging via social media channels. An integrated marketing campaign leveraging a mix of media buyouts for increased exposure and resonance will also be launched across cities like Mumbai, Delhi, Bengaluru, Kolkata, Ahmedabad, Hyderabad, and Jaipur.

To watch the TV commercial, click below:

<https://www.youtube.com/watch?v=Hq53QIC92Ok&feature=youtu.be>

About L&T Finance Ltd (LTF):

L&T Finance Ltd. (LTF) (www.LTFINANCE.com) formerly known as L&T Finance Holdings Ltd., (LTFH) 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 for NBFCs — by four leading rating agencies. 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 creating a top-class, digitally enabled, Retail finance company as part of the Lakshya 2026 plan. The goal is to move the emphasis from product focus to customer focus and establish a robust Retail portfolio with quality assets, thus creating a Fintech@Scale while keeping ESG at the core. Fintech@Scale is one of the pillars of the Company’s strategic roadmap - Lakshya 2026. The Company has around 2.5 Crore customer database, which is being leveraged to cross-sell, up-sell, and identify new customers.

