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L&T Finance launches AI-Powered microsite for business loan

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L&T Finance Ltd. (LTF), supporting the growth of small and medium enterprises (SMEs), has announced the launch of a dynamic and innovative AI-powered microsite for its 'Aapke Business Ka Game Changer' Business Loan campaign. The microsite www.LTFGameChanger.in allows business owners to create personalised business posters and their own tagline featuring the brand ambassador, Jasprit Bumrah. Through this initiative, LTF is celebrating business owners by giving their businesses the star treatment they deserve.

LTF is among the early adopters in the BFSI (Banking, Financial Services, and Insurance) sector to leverage an AI-powered microsite for a customer-centric campaign. The AI powered personalised business poster, generated by users can also be readily shared across various social media channels. Additionally, users now have the opportunity to be featured in the Company's Out-Of-Home (OOH) campaign.

Kavita Jagtiani, Chief Marketing Officer (CMO) at LTF shares, "Our intuitive microsite showcases our dedication to empowering customers beyond just offering financial solutions. We are celebrating game changers in businesses by leveraging new-age AI tech as it allows them to craft their business tagline and generate a personalised business poster featuring Jasprit Bumrah. It not only helps them significantly enhance their visibility but also prominently places their business in the spotlight, powered by our Business Loans."

For the inaugural phase, LTF unveiled a TV commercial featuring Jasprit Bumrah that highlights Business Loan features such as a fully digitised process, quick loan disbursal, and app-based withdrawal. The campaign was launched outdoors with hoardings, airport branding in Mumbai and Delhi, and ads in inflight magazines. An integrated marketing campaign leveraging a mix of media buyouts for increased exposure and resonance was launched across seven cities - Mumbai, Delhi, Bengaluru, Kolkata, Ahmedabad, Hyderabad, and Jaipur.



Home / Advertising News / L&T Finance launches AI-powered microsite for business loan campaign


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 **STAFF**

 by **e4m Staff**
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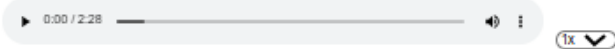


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Through the ‘Aapke Business Ka Game Changer’ Business Loan campaign, LTF is also celebrating its customers. Their testimonials are prominently featured on the company’s website and YouTube platform, shedding light on their achievements and highlighting LTF Business Loans as the game-changer behind their incredible journeys.



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