IIFL Finance Limited

Press Release
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IIFL Finance's 'Ladies First' Gold Loan Mela offers Prizes to Women Gold Loan Borrowers

IIFL Finance, which is one of India's largest non-banking finance companies has launched a unique industry-first 'Ladies First' gold loan mela campaign dedicated for women customers only. The 'Ladies First' gold loan mela will offer an attractive prize and zero processing fee to all women customers, who will take gold loan from IIFL Finance branches across India between March 5 and March 14. IIFL Finance will also offer bumper prizes including gold coin to hundreds of winners.

Over 25% of IIFL Finance's 85 lac borrowers are women and their share is only increasing as more women chose entrepreneurship amid a growing economy. The campaign is planned spanning a period before and after the International Women's Day Celebrations on March 8.

Mr. Saurabh Kumar, Head of Gold Loan Business at IIFL Finance said, "Gold is an essential part of every Indian woman's life and is a powerful resource to fulfil entrepreneurial dreams of millions. Over 20 lac women have chosen IIFL Finance as the lender of first choice. To celebrate the women entrepreneur, we at IIFL Finance have launched India's first Gold Loan mela dedicated to women. We encourage women entrepreneurs across India to visit their nearest IIFL Finance branch to avail gold loan at discounted interest rates and confirmed prizes."

IIFL Finance is India's second largest gold loan company in terms of loan assets and is gold loan provider of choice for millions of customers.

IIFL Finance which is present across India through 4,600 branches is well-known for its transparent dealing with customers or 'Seedhi Baat', which it's the brand and business philosophy of the company.

IIFL Finance organizes gold loan melas throughout the year to reach out to its customers and new borrowers and offer them loans at attractive interest rates and prizes as a token of gratitude.

IIFL Finance is one of India's largest retail focused NBFCs with over Rs 77,000 crore loan assets under management. IIFL Finance caters to the needs of unbanked and underbanked borrowers across India. At the end of December 31, 2023 the IIFL Finance's gold loan book stood at Rs. 24,692 crores, showing a strong growth of 35% year-on-year. Gold loans are provided through our widespread presence in 2,721 towns/cities across 25 states and Union Territories to salaried, self-employed and MSME customer segments.

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