



IIFL Finance Limited

Press Release

For immediate publication

Varanasi, India

August 07, 2025

IIFL Finance releases Documentary on Banarasi Saree Weavers on National Handloom Day

In its heartfelt tribute to National Handloom Day, IIFL Finance proudly presents a compelling short documentary weaving together the legacy of India's handloom artisans. The video captures the rhythmic pulse of pit looms, shimmering zari threads, and the unwavering dedication of families preserving centuries-old traditions.

Here is a link to the video <https://www.youtube.com/watch?v=Al0S0tGiBVE>

Shot across Alaipura and Madanpura, the film captures the intricate craft behind Banarasi sarees, from shimmering *zari* threads to the rhythmic beat of pit looms. Techniques like *kadhwa*, *tanchoi*, and *meenakari* come alive through the skilled hands of Momin Ansari artisans, whose legacy dates back to the centuries. The documentary has been produced by IIFL Finance in-house content team.

"This is our tribute to the weavers who quietly carry India's cultural story forward," says **Manish Mayank, Business Header of Gold Loan, IIFL Finance**. "Their work is living heritage, woven with patience, pride, and purpose."



"Handlooms are more than fabric—they're stories you can wear," says **Manav Verma, Chief Marketing Officer, IIFL Finance**. "Supporting our weavers means preserving a tradition that speaks to India's heart and history."

Handloom is more than craft, it's a key part of India's MSME backbone. Supporting over 3 million weaver families, this sector fuels rural employment and sustains local economies. With the aim of **Fueling New India's Fire**, IIFL Finance is committed to supporting the spirit of MSME's with lending services that help small businesses grow, evolve, and stay resilient.

As India awakens to this beauty, IIFL Finance invites audiences to rediscover and support the living legacy of Banaras weavers. On this Handloom Day and beyond, let's celebrate the hand-woven pulse that defines India's identity.

IIFL Finance has been a leading provider of **fast, simple, and fair credit to unbanked and underbanked MSMEs**, helping them grow their businesses and drive inclusive economic development. The company's wide presence in semi-urban and rural India ensures last-mile financial access for aspiring entrepreneurs who fuel the real economy of Bharat.

About IIFL Finance

IIFL Finance Limited, along with its subsidiaries IIFL Home Finance and IIFL Samasta Finance, is a leading retail-focused NBFC offering diversified loan products, including home, gold, MSME, microfinance, and capital market finance. With a network of 4,906 branches and a customer base of over 8 million, IIFL serves underserved segments across India.

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