



IIFL Finance Limited

Press Release

For Immediate Publication

Mumbai, India

October 10, 2025

IIFL Gold Loan Launches ‘Unlock your Mahashakti’ Campaign: Empowering India to Unlock the True Power of Gold

Gold has always been more than just an ornament in India; it is a legacy, a symbol of security, and a silent reservoir of strength. However, its true value lies far beyond its shine. When channelled with purpose, gold transforms into **Mahashakti**, a superpower that fuels ambition, supports dreams, and unlocks limitless possibilities. Recognizing this innate potential, IIFL Finance is inspiring millions to see gold not just as a precious metal, but as a source of empowerment, a force that can help them rise, rebuild, and realise their dreams.

Carrying forward this belief, IIFL Finance Gold Loan has launched its nationwide 360-degree campaign, **“Unlock Your Mahashakti”**. The campaign embodies the brand’s core philosophy, “Empowering individual’s dreams with the true power of Gold.” Running for three months across India, this campaign celebrates the power of gold loans in enabling people to take charge of their financial goals, be it business expansion, education, or personal milestones. It is a movement where conversations around empowerment, independence, and financial strength take center stage.

As part of the campaign, IIFL Finance has unveiled its Superpower TVC Campaign featuring the celebrated actor **Tamannaah Bhatia**, released across digital, social media, television, on ground & radio platforms. The TVC beautifully captures the essence that **“dreams don’t have limits; people just need to realise their Superpower to unlock them.”**

<https://youtu.be/yTMk8guzlY0?si=kKbTnScNWHSPpOEr>

Mr. Manish Mayank, Business Head at IFL Finance Gold Loan said, “Whether you dream of starting a business, expanding your shop, upgrading inventories, or achieving milestones like higher education or a wedding, your gold holds the power to make it happen. At IIFL Finance, we are committed to



helping individuals channel this Mahashakti, turning ambition into reality and dreams into achievements.”

To amplify the campaign’s voice, IIFL Finance is collaborating with top influencers and digital creators across India, from top-tier voices to regional storytellers, building conversations around empowerment at both macro and hyperlocal levels. Every IIFL Finance branch across India is set to reflect the spirit of ‘Unlock Your Mahashakti’ through impactful branch branding and customer engagement initiatives.

Mr. Manav Verma, Chief Marketing Officer, IIFL Finance, shared, “Our aim is to make ‘Unlock Your Mahashakti’ a shared voice across India, a movement that celebrates people’s determination and dreams. At IIFL Finance, we believe in backing those dreams through the power of gold loan, helping every individual channel their inner strength into success.”

Gold is more than a possession; it is potential in its purest form. Through IIFL Finance’s Gold Loan offerings, individuals can now harness that potential with **quick loan disbursement, minimal documentation, attractive interest rates, and flexible repayment options** that fit every pocket. With a legacy of **30 years of financial excellence** and a presence across **2,700+ branches nationwide**, IIFL Finance continues to be a trusted financial partner in India’s growth journey, proving once again that for every dream, there is a Mahashakti waiting to be unlocked.

About IIFL Finance

IIFL Finance Ltd is one of the leading retail-focused diversified NBFC in India, engaged in the business of loans and mortgages along with its subsidiaries - IIFL Home Finance Limited and IIFL Samasta Finance Limited. IIFL Finance (*along with its subsidiaries*), offers a wide-spectrum of products such as Home loan, Gold loan, Business loan, Microfinance, Capital Market finance and Developer & Construction finance to a vast customer base of over 8 million+ customers, through its pan India network of 4900+ branches and digital channels.

Media Contact – Sourav Mishra | Head of Communications | IIFL Finance | sourav.mishra@iifl.com