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Headline	L&T Finance collaborates with Amazon Finance India for the creation of credit solutions		

## **L&T Finance collaborates with Amazon Finance India for the creation of credit solutions**

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Formerly known as L&T Finance Holdings, LTF aims to enhance its product diversification strategy and improve credit availability for consumers through this partnership, offering faster and more seamless experience.

L&T Finance Limited (LTF), Non-Banking Financial Company (NBFC), on Tuesday announced a partnership with Amazon Finance India to create credit solutions that will improve affordability for Amazon's eligible customers and merchants.

The fintech collaboration was revealed at 'RAISE 2024', India's leading Artificial Intelligence (AI)-themed event for the Banking, Financial Services, and Insurance (BFSI) sector, organized by LTF in Mumbai.

"At LTF, we have transitioned from a product-focused approach to a customer-centric one. We aim to innovate and offer relevant products tailored to our customers' needs. Our partnership will enhance the customer experience through Amazon's agile technology capabilities, reflecting our shared synergies in providing great value and convenience. It will also significantly impact the way responsible financing is accessed and utilised by consumers in emerging India," added Roy.

"By leveraging a cloud-native architecture, we aim to set new standards in availability, speed, and overall experience ensuring that we continue to simplify lives and meet the evolving needs of our customers," said Vikas Bansal, Director, Amazon Finance India.

Both LTF and Amazon have expressed confidence that this partnership will not only benefit their respective businesses but also contribute significantly to the broader goal of financial inclusion and responsible lending in India's rapidly evolving digital economy.

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