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L&T Finance partners with boAt; offers health and lifestyle upgrades to its customers

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L&T Finance has partnered with boAt to offer a free smartwatch to every customer who takes a two-wheeler loan from L&T Finance. As per the company, the partnership reflects boAt's commitment to making wearable technology more accessible to Indian consumers, while also aligning with L&T Finance's focus on providing a lifestyle upgrade to its customers.

Under the terms of the partnership, customers will benefit from tech-enabled solutions to monitor their health and fitness activities, with the aim of helping them lead healthier lives. Moreover, the Wave Magma smartwatch is designed to elevate lifestyle.

Talking about the partnership, Sanjay Garyali, chief executive – urban finance, L&T Finance, said, "At L&T Finance, we understand that modern customers seek more than just loans; they desire a lifestyle upgrade that aligns perfectly with their tech-savvy preferences. Partnering with boAt enables us to precisely deliver that. We are confident that this partnership will be a win-win for both our companies and our customers."

Furthermore, the customers of L&T Finance can avail of funding to the tune of 100% with a loan tenure of up to four years. These loans could be availed physically or digitally through the wide network of branches or dealers or through the PLANET app of L&T Finance.

"We are happy to partner with L&T Finance to offer our smartwatches to their customers. At boAt, we believe that everyone should have access to wearable [technology](#), and this corporate partnership is a step in the right direction. We are confident that our smartwatches will help L&T Finance's customers stay connected, active and healthy," Aman Gupta, co-founder and CMO, boAt.

