

## **L&T Finance Ltd. plants 1 lakh horticulture saplings under its CSR initiative 'Project Prakruti'**

**Pavagada, Tumkur, Karnataka, 28 October, 2024:** L&T Finance Ltd. (LTF), one of the leading Non-Banking Financial Companies, planted 1 lakh horticulture saplings under its Corporate Social Responsibility (CSR) initiative, 'Project Prakruti'. A plantation drive was held in Pavagada, a town and a Taluk in the Tumkur district of Karnataka where LTF, along with the farmers, successfully planted saplings of 15 different species on 270 acres of farmland.

The project will benefit over 100 small and marginal farmers in augmenting their income levels through plantations and multiple cropping. The 15 different species of saplings are pomegranate, coconut, mahogany, mango, guava, lemon, teakwood, apple, mosambi, jamoon, sapota, cashew nut, custard apple, water apple, and jackfruit.

Speaking on this occasion, **Ms. Apurva Rathod, Company Secretary & Chief Sustainability Officer at LTF**, said, "We are committed to creating a positive impact on the lives of farmers. Through Project Prakruti, we are empowering small and marginal farmers to promote sustainable horticulture practices and earning additional income. Furthermore, Project Prakruti increases green cover in the arid region, restores biodiversity balance, improves soil health, and reduces erosion, which improves the overall well-being of the community. At LTF, we are committed to identify and implement initiatives that mitigate environmental footprint and foster a sustainable future for communities at large."

Since FY22, LTF has planted over 2,68,000 saplings in Maharashtra and Karnataka under the Project Prakruti initiative which includes Miyawaki and Horticulture plantation. Horticulture plays a vital role in uplifting the livelihoods of small and marginal farmers in rural areas. By diversifying their income sources through the cultivation of high-value horticultural crops, farmers can reduce their dependency on traditional farming methods, which often yield lower returns. The addition of horticulture to their farming practices not only helps increase their overall income but also improves food security and nutritional standards within their communities.

Apart from the Project Prakruti initiative, LTF has been involved in several CSR initiatives in the areas of digital and financial inclusion, disaster management, climate impact management, social inclusion amongst others. In FY24, the Digital Sakhi project in Karnataka, Kerala, Bihar, Uttar Pradesh, Tamil Nadu, and West Bengal equipped 7,500 women entrepreneurs with essential entrepreneurship and development skills, along with hand-holding support for establishing micro enterprises. Additionally, immediate relief support was provided to 69,400 beneficiaries affected by floods in Punjab, Haryana, Odisha, and Tamil Nadu. Medical facilities were extended to 2,000 train accident victims in Balasore, Odisha, LTF's partnership with Mumbai police enhanced road safety and traffic management. Additionally, Road Safety campaign for 2-wheelers is being implemented in Delhi NCR.

**About L&T Finance Ltd. (LTF):**

L&T Finance Ltd. (LTF) (<https://www.ltf.com>), formerly known as L&T Finance Holdings Ltd., (LTFH) is a leading Non-Banking Financial Company (NBFC), offering a range of financial products and services. Headquartered in Mumbai, the Company has been rated 'AAA' — the highest credit rating for NBFCs — by four leading rating agencies. It has also received leadership scores and ratings by global and national Environmental, Social, and Governance (ESG) rating providers for its sustainability performance. The Company has been certified as a Great Place To Work® and has also won many prestigious awards for its flagship CSR project – “Digital Sakhi”- which focuses on women's empowerment and digital and financial inclusion. Under Right to Win, being in the 'right businesses' has helped the Company become one of the leading financiers in key Retail products. The Company is focused on creating a top-class, digitally enabled, Retail finance company as part of the Lakshya 2026 plan. The goal is to move the emphasis from product focus to customer focus and establish a robust Retail portfolio with quality assets, thus creating a Fintech@Scale while keeping ESG at the core. Fintech@Scale is one of the pillars of the Company's strategic roadmap - Lakshya 2026. The Company has around 2.5 Crore customer database, which is being leveraged to cross-sell, up-sell, and identify new customers.

