

L&T Finance Ltd. announces the opening of its first retail branch in Madurai for rural and semi-urban customers

- *The branch aims to serve rural and semi-urban customers by offering Micro Loan Against Property*
- *The branch is designed to offer a state-of-the-art customer experience along with a focus to provide an expanded product range in the future for the customers in Madurai*
- *The branch features rural-themed photography of real L&T Finance customers from the state of Tamil Nadu*

August 12, 2024, Madurai: L&T Finance Ltd. (LTF), one of the leading Non-Banking Financial Companies (NBFCs) in the country, has announced the grand opening of its new branch at: First Floor, SSK Complex, Kallanai Village, Thanichiyam Main Road, Vadipatty Taluk, Alanganallur, Madurai, Tamil Nadu – 625501.

This new branch marks a key milestone in L&T Finance's growth and expansion strategy. It is a testament to the Company's vision for meeting the evolving financial needs of rural and semi-urban households along with accessible and superior service.

The branch will initially focus on providing personalized Micro Loan Against Property to cater to their working capital and other financing needs.

Additionally, the branch features rural-themed photography of real L&T Finance customers from the state of Tamil Nadu.

Speaking on the launch of this branch, **Mr. Sudipta Roy, Managing Director & CEO at LTF** said, "We are thrilled to announce the opening of our new branch in Madurai, which represents a major step forward in our growth strategy. This branch is designed in a way to provide exceptional flexibility and scalability, allowing us to better serve our customers and adapt to their needs. By offering our product Micro Loan Against Property, we aim to support the financial needs of the people in Madurai. With a very strong existing presence through our Joint Liability Group loan product in the region, this branch will foray our entry to provide dedicated individual loans to customers across our existing markets. We look forward to serving the people of Madurai and contributing to the local economy through this strategic expansion.

At LTF, we are harnessing the power of advanced technology to streamline and modernize our processes. This includes implementing sophisticated digital platforms, utilizing data analytics for more informed decision-making, and integrating innovative tools that enhance efficiency and accessibility. Our commitment to embracing these technological advancements not only improves the speed and accuracy of our services but also empowers our customers with greater convenience. Through these combined efforts, we strive to set new standards in the lending industry and offer unparalleled value to our customers."

The key features of Micro Loan Against Property offered by LTF include competitive interest rates and Loan-To-Values, no upfront charges, and minimal documentation requirements. These loans are available to both salaried and self-employed individuals.

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 2.4 Crore customer database, which is being leveraged to cross-sell, up-sell, and identify new customers.

