

L&T Finance unveils its fraud awareness mascot ‘Sachet Kumar’ and campaign ‘#JaankarBaniyeSavdhaanRahiye’

Mumbai, June 21, 2023: L&T Finance Limited (LTF), one of the leading Non-Banking Financial Companies of the country, unveiled its new mascot ‘**Sachet Kumar**’ and the campaign ‘**#JaankarBaniyeSavdhaanRahiye**’ aimed towards promoting cyber safety measures and digital fraud awareness amongst its customers and employees.

The unveiling of the mascot and the campaign forms a part of the Cyber Jagrukta Week, an initiative aimed to educate, prevent, and combat cyber and digital frauds prevailing in the industry. ‘**Sachet Kumar**’ along with the campaign ‘**#JaankarBaniyeSavdhaanRahiye**’ will encourage people to practice secured financial transactions and promote digitally safe habits through social media posts.

According to the National Crime Reporting Bureau (NCRB) the total number of cyber fraud cases in the country has increased by 84 percent in FY23 versus FY21. Under this initiative LTF will focus on educating the customers and employees on cyber safety habits and major fraud trends around phishing, vishing, UPI frauds, identity theft, skimming, etc.

As part of the initiative, LTF will employ a multi-faceted approach and leverage various channels to drive fraud awareness and mitigation methods through owned social media assets, dedicated page and mobile application, workshops, and educational drives.

Speaking on the occasion, **Mr. Dinanath Dubhashi, Managing Director & CEO, L&T Finance Holdings Ltd.** said, “With rapid technological development and increased use of the internet, comes the growing risk of cybercrimes. This has generated a huge need for proper digital safety measures and cybersecurity framework. The current cybersecurity landscape of India needs to evolve in conjunction with the increasing rate of cybercrimes.”

“Our strategic plan Lakshya is based on four key pillars namely, a strong growth and profitability engine, demonstrable strength in risk management, creating a ‘Fintech@Scale’ and sustainable future growth through Environmental, Social and Governance (ESG). In line with strong risk management, which forms an integral part of the plan, LTF has launched its fraud risk awareness mascot ‘**Sachet Kumar**’ and the campaign ‘**#JaankarBaniyeSavdhaanRahiye**’ to educate customers and employees on fraud trends and motivate them to stay vigilant by keeping them informed about the modus operandi of the fraudsters and share tips to mitigate digital and other fraud attempts,” Mr. Dubhashi added.

About L&T Finance Holdings (LTFH):

L&T Finance Holdings Limited (LTFH) (<https://www.ltfh.com>), a leading Non-Banking Financial Company (NBFC), offers a range of financial products and services through its subsidiary L&T Finance Limited (LTF) under the L&T Finance brand. 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 also won many prestigious awards for its flagship CSR project – “Digital Sakhi” which is focused on women 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 over 7 crore customer database, and this database is being leveraged to cross-sell, up-sell as well as identify new customers.

