

IIFL Finance plans to tie 15,000 Rakhis to its customers



Ahmedabad, Rakhi is a promise of protection from a brother to his sister. However, have you ever thought that protection is not just about physical safety? IIFL Finance, one of India's largest non-banking finance companies, has given a new meaning to Rakhi by calling it as a symbol of protection of family health and their dreams. IIFL Finance has launched a campaign "Ek Rakhi Aisi Bhi" for promoting the concept of growing money by investing for their family into Mutual Funds SIP and taking a Health Insurance plan to save money in times of need. Anyone can walk into an IIFL Branch across the country and walk out with the assurance of their family's future. Interestingly, for those who take this responsible step, IIFL staff ties them a Rakhi as a symbolic gesture. Apart from this, they also advise customers on how to keep track of their investments

through a Suraksha card.

Mr. Saurabh Kumar, Business Head-Gold Loans, IIFL Finance said, "Whenever anyone invests, it is not for sake of money but for something related to their family health, future or dreams. Through the symbolic tying of Rakhi, we are creating awareness of investing for goals. IIFL Finance is a responsible organization that always strives to educate customers and common man on financial independence." IIFL Group's non-banking finance arm, India Infoline Finance Limited, is a systemically important Non-Banking Financial Company not accepting public deposits and engaged in the business of home and property loans, gold loans, loan against securities, SME business and micro-finance loans. IIFL Finance has a long-term credit rating of AA (Stable) by Crisil, AA (Stable) by ICRA and AA (Positive) by CARE. (1-7)