



IIFL Finance completes 7400 km journey to spread financial literacy

Jaipur. IIFL Finance conducted a 7,400 km journey covering 37 cities in Rajasthan in which more than 200 street plays were performed to promote financial literacy. Portraying a slice-of-life story of a middle class family that falls on difficult times, the plays highlighted the importance of saving for unfortunate events and advocated self-reliance as the route to financial independence. The plays were keenly watched by thousands of passers-by from all walks of life who appreciated this unique initiative of IIFL Finance in educating the common man. Furthermore, officials from IIFL Finance were present to guide the audience on how to achieve financial independence. Dr. Sarika Kulkarni, CEO of IIFL Foundation said, "IIFL Finance is a responsible organization pursuing ESG, i.e., Environmental, Social and Governance, goals among its prime objectives. Financial literacy is not just about achievement of an individual's goals and dreams, it is also a cornerstone of a healthy and just society."