

L&T Finance partners with boAt to offer health and lifestyle upgrades to its customers.

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L&T Finance, one of the leading Non-Banking Financial Companies of the country, has partnered with boAt, India's leading wearable brand, to offer a free smartwatch to every customer who takes a Two-Wheeler loan from L&T Finance. The partnership reflects boAt's commitment to making wearable technology more accessible to Indian consumers, while also aligning with L&T Finance's focus on providing a lifestyle upgrade to its customers.

Under the terms of the partnership customers will benefit from tech-enabled solutions to monitor their health and fitness activities, with the aim of helping them lead healthier lives. The Wave Magma smartwatch is designed to elevate your lifestyle, offering a level of convenience and sophistication that is unparalleled. The smartwatch comes with Bluetooth Calling, 100+ Sports Modes, Bilingual Support and offers a wide range of features and customizations.

Furthermore, the customers of L&T Finance can avail of funding to the tune of 100% with a loan tenure of up to 4 years. These loans could be availed physically or digitally through the wide network of 101 branches or 6500+ dealers or through the PLANET app of L&T Finance at a best-in-class turnaround time (TAT) of 45 seconds.

"At L&T Finance, we understand that modern customers seek more than just loans; they desire a lifestyle upgrade that aligns perfectly with their tech-savvy preferences," said **Mr. Sanjay Garyali, Chief Executive – Urban Finance, L&T Finance**. "Partnering with boAt enables us to precisely deliver that. We are confident that this partnership will be a win-win for both our companies and our customers."

"We are excited to partner with L&T Finance to offer our smartwatches to their customers," said **Aman Gupta, Co-Founder and CMO, boAt**. "At boAt, we believe that everyone should have access to wearable technology, and this corporate partnership is a step in the right direction. We are confident that our smartwatches will help L&T Finance's customers stay connected, active, and healthy."

The boAt smartwatch will be a valuable addition to the lifestyle of L&T Finance's two-wheeler loan customers. The Wave Magma smartwatch offers a wide range of features, including a heart rate monitor, blood oxygen monitor, sleep tracker, fitness tracker, and notification alerts. It also has a long battery life and is water-resistant.

The offer is valid for a limited time only, so customers are encouraged to take advantage of it soon. To learn more about the offer, please visit or contact L&T Finance.

Note: The offer is subject to terms and conditions, and availability may vary. Please contact L&T Finance for more details.

About L&T Finance Holdings (LTFH):

L&T Finance Holdings Limited (LTFH) (<https://www.lfhs.com>), a leading Non-Banking Financial Company (NBFC), offers a range of financial products and services through its subsidiary L&T Finance Ltd. (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 2.2 Crore customer database, and this database is being leveraged to cross-sell, up-sell as well as identify new customers.

**About boAt:**

boAt is India’s No.1 audio and wearable brand. Known for pushing boundaries with innovative products like headphones, earphones, and smartwatches, boAt is dedicated to enhancing the technology and lifestyle experience of its customers.

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