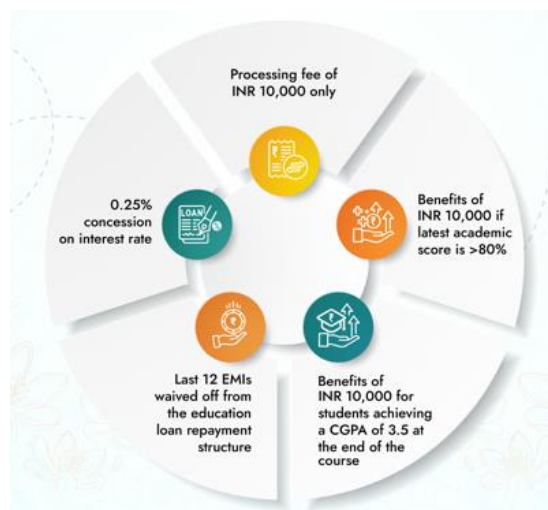


Avanse Financial Services launches “SWALAKSH”, a special education loan product to celebrate International Women’s Day 2025

A unique product for female higher education aspirants to empower them to fulfil their academic dreams



Mumbai, 10 March 2025: Avanse Financial Services Ltd. (Avanse), India’s second-largest education-focused non-banking financial company (NBFC), launched ‘SWALAKSH’, a special education loan product for female higher education aspirants to celebrate International Women’s Day 2025. To encourage more women to pursue their overseas higher education aspirations, Avanse has curated a unique product that will offer the following:

- Rate concession of 0.25% for all female students aspiring to study abroad
- Flat INR 10,000 processing fee on education loans for female aspirants
- If a female student’s latest academic score is above 80%, she will be eligible for benefits worth INR 10,000
- Exclusive benefits of INR 10,000 for female students achieving a CGPA of 3.5 at the end of their higher education course
- The last 12 Equated Monthly Instalments (EMIs) are to be waived from the education loan repayment structure.

Avanse has always believed in celebrating the power of women by creating avenues to enable more female students to achieve their academic aspirations. It is reflected in its education loan student numbers as well. As of 31 March 2024, ~30% of the total students funded by Avanse were women. This number has remained consistent over the last couple of years, and it aims to grow this percentage share further. Keeping this growth aspiration in mind, it has launched a unique campaign on its social media platforms on the theme **#StartYourStory**. This theme symbolises new beginnings, fresh opportunities, and the power of financial freedom, which enables them to take charge of their future. This campaign has been designed to reach out to more aspirants and encourage them to make their academic dreams a reality.

Commenting on this initiative, **Mr. Amit Ganda, Managing Director and CEO, Avanse Financial Services**, said, *“To celebrate International Women’s Day and to salute the power of womanhood, we have designed this special product for female aspirants so that*

they can pursue their overseas higher education independently. At Avanse, we firmly believe that education is one of the most powerful tools for empowerment. This product offering reinforces our commitment to empowering female students to fulfil their higher education dreams.

He further added, “India has taken significant steps to promote gender parity in STEM (Science, Technology, Engineering and Mathematics) fields. I believe that with the help of this product, we will be able to fund more aspiring women to pursue STEM courses, allowing us to foster an inclusive and progressive future. The government of India is extremely focused on creating avenues for women to grow and contribute towards the development of the nation. The President of our country also emphasised the need to encourage women to pursue higher education to achieve India’s goal of becoming the most developed nation by 2047. Aligned with this sentiment, we believe that it is also our responsibility to create opportunities for more women to take the leap of faith towards fulfilling their higher education aspirations and, thus, contribute towards nation-building.”

About Avanse Financial Services

Avanse Financial Services Limited is an education-focused non-banking financial company (NBFC) on a mission to provide seamless and affordable education financing for every deserving Indian student. The company offers loans across three key segments:

- **Student Loan - International** – customised education financing solutions for Indian students pursuing higher education overseas
- **Education Loans Domestic** – customised financing solutions for Indian students seeking higher education at domestic institutions. It also includes loans for professionals engaging in executive learning programs, as well as financing for both curriculum fees for students enrolled in accredited schools and non-curriculum fees associated with skilling programs, executive education, and test preparation courses, all in India.
- **Educational Institution Loans** – collateral-backed financing solutions to private educational institutions, generally K-12 schools, located in peripheral areas of tier I cities and in tier II and beyond cities in India

For more information, please visit www.avanse.com.