

Avanse Financial Services launches #StartYourStory campaign for female higher education aspirants

The campaign highlights the launch of Swalaksh, a special education loan product for female higher education aspirants

Mumbai, 17 March 2025: Avanse Financial Services Ltd. (Avanse), India's second-largest education-focused non-banking financial company (NBFC), launched **#StartYourStory**, a purpose-led digital marketing and social media campaign designed to inspire and empower female higher education aspirants to take charge of their overseas academic journey. At the heart of this campaign is **'SWALAKSH'**, a unique education loan product exclusively designed for female students pursuing higher education abroad, which includes the following features:

- 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, which is one of the unique features of the product

Avanse launched this unique campaign on its social media and digital platforms on the theme **#StartYourStory**. Through **vibrant storytelling** and a **digital-first** approach, the campaign symbolises new beginnings, fresh opportunities, and the power of financial freedom, which enables female students 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. The social media campaign captures a strong narrative of empowering female students to conquer their global academic dreams so that they can aspire without any boundaries. Avanse has also been engaging with study-abroad influencers to ensure that more number of students are aware of this product and come forward to reap the benefits.

Links to the Social Media posts:

- **Instagram**
 - https://www.instagram.com/p/DG5zECtTPzN/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==
 - https://www.instagram.com/reel/DG8FjRti5QY/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==
 - Instagram Influencer Video:
<https://www.instagram.com/reel/DG8QgfiC42-/?igsh=MTkxYjE1enh2bjU2bg==>
- **Facebook Post:**
 - <https://www.facebook.com/AvanseEducationLoan/posts/pfbid06Cj75U9x5waehYcLAnMp7kxoZw6DZ5LASCUvgzcUWFhF6Haw16zpSWtYAP4GSD4Tl>
 - <https://fb.watch/yed13HmjIm/>
- **X Post:**
 - <https://x.com/AvanseEduLoan/status/1898375890096062494>

Avanse has also launched digital marketing ads for women students to empower them to take a leap to start their academic journey by reaping the benefits of this unique product. The organisation 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.

Commenting on this initiative, **Mr. Amit Gaiinda, Managing Director and CEO, Avanse Financial Services**, said, *“We have designed this special product and the campaign 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.