

Avanse Financial Services certified as a Great Place to Work®

Mumbai, September 21, 2021: Avanse Financial Services, a technological advanced, education-focused non-banking financial company (NBFC) has been recognized as a Great Place to Work®, a prestigious award based on what employees have to say about their work experience. The certification recognizes the company's focus on delivering excellent employee experience with the the help of its people-centric solutions.

Along with this significant recognition, Amit Gainda, CEO of Avanse Financial Services has been recognized as one of India's 'Best Leaders in Times of Crisis 2021' by Great Place to Work®. This is a first of its kind initiative by this organizer that sets out to identify leaders who demonstrated exemplary leadership in dealing with the COVID-19 crisis.

The certification, awarded by Great Place to Work®, specializes in building, sustaining and recognizing High-Trust, High-Performance Culture™ at workplaces. It re-iterates that the recognized organizations are 'Employer of Choice' on the basis of comprehensive parameters and employee responses. This certification reinforces the message that Avanse Financial Services is on the right track towards creating a robust environment for the most important asset of the firm – its PEOPLE.

The organization, under the leadership and guidance of its CEO, Amit Gainda, launched several people-centric policies to benefit its employees to help them in difficult circumstances, covering well-being, up-skilling in the new normal, emphasizing on the care and happiness quotient of the employees. These were designed to overcome the pandemic-led uncertainties such as remote working and lack of human interactions. As a result, the company was able to grow through the tough times and is confident of a positive outlook in the near future.

On receiving this recognition, **Amit Gainda, CEO, Avanse Financial Services** said, "We believe that company culture is an integral aspect of any successful organization. It is our responsibility to create a robust workplace culture to support our people to grow and succeed in this journey of democratizing education in India. A huge share of the credit for receiving this prestigious recognition goes to our employees who are dedicated towards fulfilling our mission of making education financing seamless and affordable for every deserving Indian student. Our collective contribution have enabled Avanse Financial Services set benchmarks in the industry. I also take this opportunity to congratulate all other organizations which have been certified as Great Place to Work®."

On being recognized as one of India's 'Best Leaders in Times of Crisis 2021' by Great Place to Work® he said, "It's an honor to be recognized by Great Place to Work®. I take this opportunity to thank the organizer for arranging such initiatives to identify the hard work, innovative mind-set and collaborative approach taken by organizations as well as the leaders across the country to manage robust business continuity despite all challenges. We have done our best in terms of adapting to the new normal and ensured that we continue to deliver on our commitments towards our stakeholders. Together, we have achieved great milestones and will continue to excel in all our endeavours."

The flagship study to identify India's 'Best Leaders in Times of Crisis 2021' conducted by Great Place to Work® recognized 75 leaders from across the country for their exceptional leadership during the challenging year. Among the winners, 25 of them are from mid-sized companies and Avanse Financial Services and its leader is one of them.

About Avanse Financial Services

Avanse Financial Services Limited is a new age, education focused NBFC on a mission to provide seamless and affordable education financing for every deserving Indian student. The company provides loans across two segments:

- **Education Loan** – Loans designed to cater the entire education lifecycle of students spanning from school to post graduation.
 - Higher Education - Loans for International and Domestic Studies
 - Education Loans for E-Learning
 - School Fee Financing
 - Education Loans for Skill Development Courses

- **Educational Institutional Loans** – Loans for financing working and growth capital needs of educational institutes in India.

Avanse has fulfilled educational dreams of ~1.2 lacs academic aspirants across ~12,000 institutes and courses in ~50 countries. Avanse has also provided growth and working capital to ~1K educational institutes catering to over ~5-6 lacs students. For more information, please visit www.avanse.com.

About Great Place to Work®

Great Place to Work® is the global authority on workplace culture. Since 1992, they have surveyed more than 100 million employees worldwide and used those deep insights to define what makes a great workplace: trust. Their employee survey platform empowers leaders with the feedback, real-time reporting, and insights they need to make strategic people decisions. The Institute serves businesses, non-profits, and government agencies in more than 60 countries and has conducted pioneering research on the characteristics of great workplaces for over three decades. In India, the institute partners with more than 1100 organizations annually across over 22 industries to help them build High-Trust, High-Performance cultures designed to deliver sustained business results.

Media contact:

Koeli Dutta, 8879330544, koeli.dutta@avanse.com; mediarelations@avanse.com

Ritika Bhuptani, 9821577714, ritika.bhuptani@mslgroup.com