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L&T Finance Ltd. unveils #SapnoWaliDiwali AI-powered campaign

<https://www.adgully.com/l-t-finance-ltd-unveils-sapnowalidiwali-ai-powered-campaign-152462.html>

L&T Finance Ltd. (LTF), one of the leading Non-Banking Financial Companies (NBFCs) in the country, has announced the launch of its #SapnoWaliDiwali campaign. Through this initiative, LTF intends to empower dreams and aspirations, encouraging individuals to take the first step towards their goals. It also gives the audience an interactive and memorable experience, in alignment with the festive spirit of Diwali.

To engage with the user, LTF has launched an AI-powered microsite, <http://www.sapnowalidiwali.com/> that guides them through a unique personalized journey. One can select a dream, such as; buying a home, purchasing a two-wheeler, planning a vacation, expanding a business, etc., and receive a personalized, AI-generated image of themselves that visualizes their aspirations. Each user will also be able to download a custom image accompanied by a Diwali greeting to share with friends and family.

Speaking on the launch of the campaign, **Sudipta Roy, Managing Director and CEO at LTF** said, “AI is not just a buzzword, but a powerful tool that has the potential to transform. At LTF, we are harnessing the capabilities of AI to engage and personalize the experience. With our AI-powered initiative #SapnoWaliDiwali, we are enabling individuals to visualize their dreams and take actionable steps towards achieving them. As we celebrate the spirit of Diwali, we wish to light a path to a brighter future for the society at large.”

Kavita Jagtiani, Chief Marketing Officer at LTF said, “Diwali is much more than a festival. It is the time when families and friends come together to celebrate new beginnings and prosperity. With our #SapnoWaliDiwali campaign, we are elevating this cherished celebration through an immersive digital experience that brings dreams to life. By doing so, we are reigniting the hope of achieving those dreams, with LTF as their trusted partner.”

The campaign is live across all social media platforms of the brand. LTF has also collaborated with influencers across lifestyle and entertainment categories to inspire audiences and connect. In addition, LTF is also hosting a contest, inviting users to post their AI-generated images on Instagram for a chance to win exciting prizes.

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