

Aditya Birla Capital Introduces '**LeadHerShip**' to Nurture the Next Generation of Women Entrepreneurs in Financial Services

Mumbai, April 15, 2026: Aditya Birla Capital Limited ("ABCL"), one of India's leading diversified financial services companies, has introduced '**LeadHerShip**', a women-to-women mentorship and incubation initiative under its flagship fintech engagement platform, **InFiniTe**. The program is aimed to support and empower early-stage women entrepreneurs within financial services and fintech ecosystem by enabling access, accelerating capability building, and creating sustainable opportunities to scale.

Over the past decade, India has witnessed steady growth in women entering leadership pipelines, alongside a notable rise in women-led start-ups. However, despite this progress, women's representation in leadership, particularly within the BFSI sector remains limited. **LeadHerShip** aims to address this gap through a structured ecosystem that pairs women founders with senior women leaders across Aditya Birla Capital businesses for a focused three-month mentoring journey.

These one-on-one leadership engagements are designed to help participating start-ups refine strategic priorities, solve real-world business challenges, and build scalable, market-ready solutions. At the same time, the initiative provides Aditya Birla Capital with early visibility into emerging trends and innovation-led business models in financial services.

The initiative builds on ABCL's InFiniTe programme, which follows a 'problem-to-partner' approach, connecting internal business challenges with external innovators. Anchored in the pillars of Innovate, Incubate, and Invest, **InFiniTe has so far engaged over 200 fintech and implemented around 60 proof-of-concepts** across digital lending, customer experience, data analytics, and risk management. **LeadHerShip** deepens the Incubate pillar, with a sharper focus on inclusive innovation and women-led enterprises.

Speaking on the occasion, **Ms. Vishakha Mulye, Managing Director & Chief Executive Officer, Aditya Birla Capital Limited**, said, "*LeadHerShip reflects our commitment to building a more inclusive, future-ready and innovation-led ecosystem at Aditya Birla Capital. As we evolve our InFiniTe platform from innovating with start-ups to actively incubating them, this initiative creates a unique opportunity for our women leaders to mentor and partner with women entrepreneurs at an early stage of their journey. By bringing together leadership experience and entrepreneurial ambition, LeadHerShip aims to enable a powerful exchange of ideas, accelerate innovation, and help shape the next generation of women leaders in financial services.*"

The programme is being implemented in collaboration with B-Fair Labs, which will support the programme design, track progress, and measure outcomes to ensure a structured, impact-led incubation journey.

Through **LeadHerShip**, Aditya Birla Capital continues to further its broader vision of fostering innovation, deepening start-up partnerships, and enabling leadership support for women entrepreneurs to scale and succeed.



About Aditya Birla Capital Limited

Aditya Birla Capital Limited ("ABCL") is a listed systemically important non-deposit taking Non-Banking Financial Company (NBFC) and the holding company of the financial services businesses. Through its subsidiaries/JVs, ABCL provides a comprehensive suite of financial solutions across Loans, Investments, Insurance, and Payments to serve the diverse needs of customers across their lifecycles. Powered by more than 66,340 employees, the businesses of ABCL have a nationwide reach with over 1,742 branches and more than 200,000 agents/channel partners along with several bank partners.

Aditya Birla Capital Limited is a part of the US\$ 67 billion global conglomerate Aditya Birla Group, which is in the league of Fortune 500 and has a consolidated market cap of over US\$117 billion, as of Jan 1, 2026. Anchored by an extraordinary force of over 227,500 employees, the Group is built on a strong foundation of stakeholder value creation. With over seven decades of responsible business practices, the Group's businesses have grown into global powerhouses in a wide range of sectors - from metals to cement, fashion to financial services and textiles to trading. Today, over 40% of the Group revenues flow from overseas operations that span 41 countries across six continents with over 340 state-of-the-art manufacturing units.

For more information, visit www.adityabirlacapital.com

Media Contact:

For media queries, please contact Paulami Roy at Paulami.roy@adityabirlacapital.com; (+91) 9845804056

***Disclaimer:** Certain statements in this "Media Release" may not be based on historical information or facts and may be "forward looking statements" within the meaning of applicable securities laws and regulations, including, but not limited to, those relating to general business plans & strategy of the Company, its future outlook & growth prospects, future developments in its businesses, its competitive & regulatory environment and management's current views & assumptions which may not remain constant due to risks and uncertainties. Actual results could differ materially from those expressed or implied. The Company assumes no responsibility to publicly amend, modify or revise any statement, on the basis of any subsequent development, information or events, or otherwise. This "Press Release" does not constitute a prospectus, offering circular or offering memorandum or an offer to acquire any shares and should not be considered as a recommendation that any investor should subscribe for or purchase any of the Company's shares. The financial figures in this "Press Release" have been rounded off to the nearest Rs. one Crore. The financial results are consolidated financials unless otherwise specified.*

Aditya Birla Capital Limited
Corporate Identity Number L67120GJ2007PLC058890
Regd. Office: Indian Rayon Compound, Veraval 362 266 (Gujarat)
Corporate Office: One World Centre, Tower 1, 18th Floor, Jupiter Mills Compound,
841, Senapati Bapat Marg, Elphinstone Road, Mumbai - 400 013
www.adityabirlacapital.com