

**Tata Capital launches a new brand campaign -- ‘Taal-matol ko chhodo, Tata Capital se rishta jodo’**

**Mumbai, September 12, 2018:** Tata Capital, the financial services arm of the Tata Group, today launched their new mass media brand campaign with the message **‘Taal-matol ko chhodo, Tata Capital se rishta jodo’**. The campaign consists of 3 TV commercials that focus on Tata Capital’s key retail loan offerings – personal, home and business loans. The campaign will go live on September 12, 2018 and run across TV – Hindi GEC, Movies, News and Regional networks, OOH and Social Media with a focus on the Metros and key regional markets.

The message of the campaign - **‘Taal-matol ko chhodo, Tata Capital se rishta jodo’** is derived from the insight that procrastination is a typical human behaviour until a trigger point is encountered. At that trigger, the aim is to build an association with Tata Capital as the solution provider. The 3 TVCs, one for each product, showcases this insight with scenes from everyday life, through their protagonists -- a couple in a rented home (Home loans), an entrepreneur in a growing Business (Business Loan) and a retired couple contemplating a holiday (Personal Loans). The campaign emphasizes on how customers can avail easy, simple and quick loans from Tata Capital.

Commenting on the brand campaign, **Ms. Abonty Banerjee, Chief Marketing and Digital Officer, Tata Capital** said, *“Our objective is become a brand of choice amongst retail loan audiences and the campaign is a step in that direction. The messages of the campaign ‘Taal-matol ko chhodo’ are all drawn from everyday life with a humorous take and we are confident that consumers will relate strongly with these messages. We believe that the campaign will significantly increase brand awareness and trigger purchase for our key retail loan products – home, personal and small business loans from Tata Capital, the most trusted brand in the country.”*

The advertisements were conceptualized by Cartwheel, Tata Capital's Creative agency. **D Ramakrishna, Founder and Creative Head, Cartwheel** said *"It's human nature to put things off. Till something happens that tips the balance. Whether it's buying a home, taking a much needed vacation, or expanding one's business. This campaign is built around this insight. It urges people to stop putting things off and to do that thing they've been wanting to, by showcasing quick loans from Tata Capital."*

The creative team behind the TVCs includes names like:

**Managing Director and Chief Creative Officer –**

**Chief Operating Officer –**

**Executive Creative Director –**

**Creatives:**

**Account Management:**

**Films:**

**Production Company:**

**Director:**

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### **About Tata Capital Limited**

Tata Capital Limited, a holistic financial services provider caters to the diverse needs of retail, corporate and institutional customers, directly or indirectly through its subsidiaries. Its range of offerings includes Consumer Finance, Advisory Services, Commercial Finance, Infrastructure Finance, Securities, Investment Banking, Private Equity Advisory, Credit Cards and Travel & Forex Services. For more information about Tata Capital, please visit [www.tatacapital.com](http://www.tatacapital.com).

For further information, please contact:

**ADFACTORS PR**

Anita Bhoir

Senior Account Director

**+91 9930390055**

[anita.bhoir@adfactorspr.com](mailto:anita.bhoir@adfactorspr.com)