

Tata Capital promotes a “Wedding of Equals” with a new social media campaign

- Launches a light hearted but thought provoking video featuring social media comic star, Mallika Dua and Anubhav Pal, the multifaceted witty stand- up comedian
- #WedEqual – the social media campaign will also promote Tata Capital’s Wedding Loan offering

Mumbai, December 20, 2018: Tata Capital, the financial services arm of the Tata Group, today unveiled a new social media campaign, #WedEqual, led by a video starring the popular comic artist Mallika Dua, Anubhav Pal, the very talented stand - up comedian. The #WedEqual campaign aims to spread the message of equality in the share of expenses at Indian weddings, which are typically skewed to one side. The campaign will also promote Tata Capital’s latest ‘Wedding Loans’ offering for young Indians.

In India, weddings are traditionally lavish affairs with a larger amount of the costs being borne by the bride or her side of the family. In keeping with the progressive nature of the brand, Tata Capital aims to inculcate a sense of equality in the share of expenses and the same is brought out through a light-hearted video. Mallika Dua and Anubhav Pal bring in the humour element to the video. To help with wedding expenses, on either side, Tata Capital offers a specially crafted Wedding Loan product.

The campaign will be promoted across social media channels like Facebook, Twitter, Instagram and YouTube to ensure maximum reach and visibility.

Speaking on the launch of the campaign, **Abonty Banerjee, Chief Marketing & Digital Officer, Tata Capital** said, *“A wedding is one of the most important events in a couple’s life and young India today has different aspirations about how their weddings should be. We at Tata Capital, with our #WedEqual campaign aim to break the traditional approach of unequal spending at weddings. With Tata Capital’s wedding loans, couples can also plan their weddings without any financial pressure and make it truly special.”*

Wedding expenses as a category is expected to grow at 25 to 30 % a year with Young India aspiring only the very best for their wedding. Considering the potential, Wedding Loans as a category is a huge opportunity. Tata Capital's Wedding Loan product is easy, simple and hassle-free. One can apply for loan ranging from Rs. 75,000 – Rs. 25,00,000 with a minimum tenure of 12 to 72 months.

Link to the video

YouTube - <https://www.youtube.com/watch?v=dRirtunuuDE>

About Tata Capital:

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, Investment Banking, Private Equity Advisory, and Credit Card distribution.

For more information about Tata Capital, please visit www.tatacapital.com

For further information, please contact:

Prachiti Dhopatkar

Mobile: +91- 9022994050

Email: prachiti.dhopatkar@adfactorspr.com

Pranjal Arekar

Mobile: +91- 9920920979

Email: pranjal.arekar@adfactorspr.com

Marcelo Azavedo

Mobile: +91- 9673883707

Email: marcelo.azavedo@adfactorspr.com