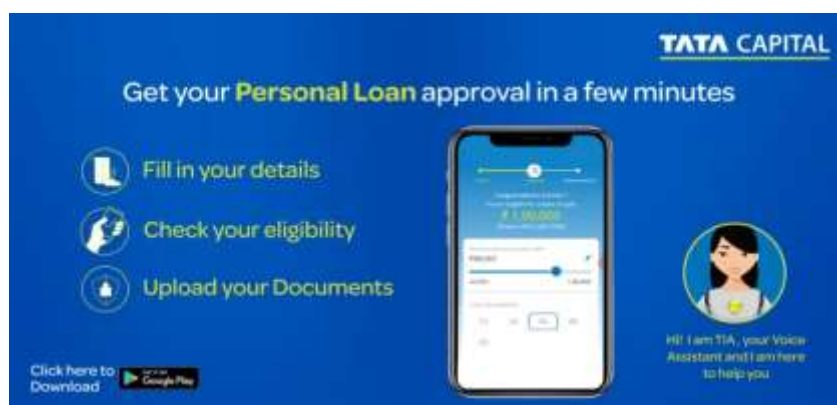


Tata Capital unveils 'TIA' the first - of - its - kind VoiceBot for Personal Loans Exclusive Mobile App based VoiceBot

February 12, 2019, Mumbai: Tata Capital unveils the first – of - its kind VoiceBot 'TIA' within the Tata Capital Mobile App for Personal Loans. Powered by Artificial Intelligence, TIA is designed to voice-assist the personal loan customer journey, check loan eligibility and aid the customer through the loan approval process in minutes.

TIA aims to create a whole new conversational experience for customers using speech recognition technology, natural language understanding and text-to-speech technology. Equipped with intelligent features and options TIA, has the ability to answer customer queries, assist in simplifying the loan process, help customers choose the right offering and help the customer avail a loan sanction within the Tata Capital app. TIA brings ease and convenience to the customer by providing a personalised and seamless experience.



Abonty Banerjee, Chief Marketing and Digital Officer, Tata Capital said, “At Tata Capital, it is our endeavor to constantly innovate and create service differentiators for our customers. With AI transforming the financial ecosystem, we are delighted to launch TIA, a first of its kind VoiceBot for personal loans. Conversational technology and more specifically Voice assistance has seen exponential growth in India. With TIA, we aim to pioneer this change in the loan approval journey by making the customer experience smarter and quicker. We are confident our new voice assisted service offering will see rapid adoption given its ease of usage and ability to simplify the loan approval journey.”

While the voice assisted personal loan is a new industry offering, the first edition of TIA, the chat-bot is already available on the Tata Capital website, with features such as AI-led conversational ability to answer customer queries on all offerings, ability to calculate eligibility and provide personalized offers and much more. TIA, in its web-based interface has already seen rapid adoption by customers in the form of more than 3 lakh interactions within a first few weeks of launch. The voice assisted journey will further differentiate the offering.

Customers today use their smartphones as the preferred mode for financial services. TIA's ability to gather customer insights will further help Tata Capital to enrich the customer experience and enable the organisation to add transformative features to their digital solutions. Tata Capital continues to focus on building and expanding digital platforms to meet the expectations of the ever evolving customer in India.

Below link to download the app

<https://play.google.com/store/apps/details?id=com.snapwork.tcl&hl=en>

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.

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