

## Tata Capital wins Gold and Bronze at the Spikes Asia Awards 2017

Tata Capital 'Salaam Loans' wins Gold in Digital and Bronze in PR

**Mumbai, October 3, 2017:** Tata Capital's 'Salaam Loans' - a unique and special product, under the Company's 'Do Right' brand initiative received 2 awards – a Gold Spike in the 'Digital – Social Purpose' category and a Bronze Spike in the 'Public Relations – Financial Services' at the Spikes Asia Awards 2017.

A collaboration between Ascential Events (Europe) Limited and the Haymarket Group, the Spikes Asia Festival and Awards is one of the region's most prestigious awards for creative communications – evinced by the fact that this year's awards received over 4000 entries from 23 countries across all categories.

Tata Capital's 'Salaam Loans' is a first-of-a-kind initiative which aims to democratize the process of loan approval and extend loans to deserving individuals who otherwise do not have access to organized credit.

Under the initiative, the power of loan approval rests in the hands of people, and they can approve a loan by giving a 'salaam' to deserving stories. Individuals can upload their own story, or stories of people known to them on the website [www.doright.in](http://www.doright.in). These stories are then showcased across the country via social and digital media. Once the story is approved by the 'salaams' of the public, it is processed by Tata Capital.

Speaking about the achievement, **Ms. Veetika Deoras, Head - Brand Marketing and Corporate Communication & COO – Digital Vertical, Tata Capital** said, *"The 'Do Right' initiative emanates from our brand promise and mission statement of doing right. Tata Capital Salaam Loans is a financial product that is innovative and reflects the spirit of doing right. The product - by democratizing the power of loan approval - passes the power back to people. We are deeply*

*encouraged by this recognition, which is a testament to our work in the direction of widening the access of organised credit to individuals whose causes and reasons for taking a loan are real and deserving. We would like to thank the Spikes Awards panel for their vote of confidence in the campaign and supporting us.”*

**About Do Right Initiative**

The Do Right initiative stems from Tata Capital's brand promise – ‘We only do what's right for you’, and aims to spread the spirit of ‘doing right’ among our stakeholders and society at large.

**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, Investment Banking, Private Equity Advisory & Credit Cards. For more information about Tata Capital, please visit [www.tatacapital.com](http://www.tatacapital.com).

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