

Tata Capital launches a new social media campaign to promote financial freedom

Mumbai, August 9, 2019: Tata Capital, the financial services arm of the Tata Group, today launched their new social media campaign empowering consumers to achieve financial freedom with its consumer loan offerings. The campaign consists of three social media videos that would focus on Tata Capital's key retail loan offerings – consumer durable loans, used car loans and home loans. The campaign comes just before the Independence Day with an aim to provide freedom in its true essence to the people of India. The campaign will go live on August 9th, 2019 where the first video would be released on Tata Capital's social media handles, followed by the 2nd and 3rd video on the 11th and 13th of August, respectively.

Commenting on the campaign, **Ms. Abonty Banerjee, Chief Marketing and Digital Officer, Tata Capital** said, *"This independence Day, Tata Capital emphasizes on being financially free through a series of social films. This campaign captures everyday life situations which are funny and moves away from serious finance discussions. This concept helps us build a stronger connect with our young customers, enhance brand awareness and amplify reach."*

These videos will be amplified via content pieces across various formats like skip ads, bumpers, banners, GIFs, as well as content pegs that take this thought forward in order to create an impactful campaign.

The advertisements were conceptualized by digital marketing agency Kinnect. Rohan Mehta, CEO at Kinnect, explains, *"As a creative agency we wanted to approach Independence Day and the aspect of freedom differently, in a way that would resonate with the youth and help the brand stand out amidst the digital clutter. The team really believed in this unique, light take on breaking free and we're really looking forward to creating a solid mark in the digital space with this campaign, and thereby laying the foundation for many more to come!"*



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The advertisements were executed by their in-house production team-Kinnect Productions.

TVC Links

Consumer Durables Loan - <https://www.youtube.com/watch?v=aPeZcV-kttM>

Used Car Loan - <https://www.youtube.com/watch?v=dGjhObbT6fM>

Home Loan - <https://www.youtube.com/watch?v=El79zZOGgbE>

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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