

## Tata Capital Unveils New Brand Tagline – ‘Count on Us’

**Mumbai, August 05, 2020:** Tata Capital, the financial services arm of the Tata Group, today unveiled its new brand tagline ‘Count on Us’. Tata Capital’s former brand tag line “We only do what’s right for you “, has been changed for the first time since the company was established in 2007.

Over the last 14 years, Tata Capital as a brand and organization has grown significantly, even while retaining its core DNA of trust. It has evolved over time to adapt to the ever changing business environment, customer expectations and has reached new milestones to meet all its stakeholder’s expectations. In its endeavor to drive change, innovate, cater to a diverse set of customer and create distinction in the financial marketplace, Tata Capital’s brand too went through a transformation. Tata Capital’s consumer insights over a period of time revealed that ‘delivering on promises’ is one of the most significant attributes while choosing a financial partner. Moreover, the brand has enhanced its presence in digital and social media and has a growing connect with a younger set of customers. Given all of this, the organization has gone recently unveiled the new tag line ‘Count On Us.’ This is being launched through social and digital campaigns.



Explaining the reason for the new brand tagline, Ms. Abonty Banerjee, Chief Marketing and Digital Officer, Tata Capital said, *“As part of our brand transformation journey, in which we blend the old with the new, we felt it is the right time to look at an invigorating and fresh positioning and a new brand promise. Our new tag line ‘Count on Us’ will now be used for all our internal and external communications.”*

**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, Wealth Management Services, Private Equity Advisory and Credit Cards. For more information about Tata Capital, please visit [www.tatacapital.com](http://www.tatacapital.com).

**For further information, please contact:**

<p><b>Amit Dalvi</b> +91 9892417582 <a href="mailto:amit.dalvi@adfactorspr.com">amit.dalvi@adfactorspr.com</a></p>	<p><b>Zabeen Motorwala</b> +91 9757350953 <a href="mailto:zabeen.motorwala@adfactorspr.com">zabeen.motorwala@adfactorspr.com</a></p>
--	--