

**Tata Capital and MoEngage Collaborate to Enhance Personalized Customer Experiences**

*The partnership will accelerate product adoption, drive business growth, and help avail financial services seamlessly*

**Mumbai, April 17, 2023:** Tata Capital, the flagship financial services company of the Tata Group, has onboarded MoEngage, a leading customer engagement platform, to provide best-in-class engaging experiences using their suite of marketing automation offerings.

Through this partnership, Tata Capital will drive an omnichannel experience across Email, WhatsApp, SMS, and Push, among others. The facilities would help customers across different loan categories. This will enhance Tata Capital's capability to provide cutting-edge customer experience supporting the brand's continued growth in the Indian market.

**Abonty Banerjee, Chief Digital and Marketing Officer at Tata Capital said,** "Our partnership with MoEngage allows us to further elevate our engagement strategies to deliver exceptional customer experiences and improve our marketing spend efficiencies. This collaboration will help us in meeting the evolving needs of our customers and deliver on our promise of being their trusted financial partner."

**Yash Reddy, Chief Business Officer (APAC & EMEA) at MoEngage** added, "Financial institutions require an end-to-end digital and customer-centric approach to meet the changing expectations, at scale. We are incredibly proud and excited to be working with Tata Capital on their digital journey, bringing to the fore the best of technology that we have carefully crafted over the years and delivering a superior experience."

With this association, Tata Capital aims to enhance its customer service by leveraging MoEngage to access real-time customer events and an in-depth analysis of customer behavior. This will help in getting a holistic, 360-degree view of the customers and, consequently, understanding each customer cohort in detail and catering accordingly.

**About Tata Capital Limited:**

Tata Capital Limited, is a holistic financial services provider that caters to the diverse needs of retail, corporate, and institutional customers. Its range of offerings includes Consumer Finance, Advisory Services, Commercial Finance, Infrastructure Finance, Microfinance, Project Finance, debt syndication, Investment Banking, Private Equity Advisory, and Credit Cards. For more information about Tata Capital, please visit [www.tatacapital.com](http://www.tatacapital.com)

**About MoEngage**

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as BigBasket, Future Retail, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in thirteen countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. To learn more, visit [www.moengage.com](http://www.moengage.com)

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