



For immediate use **PRESS RELEASE**

Tata Capital forays into Housing Finance business
-- Announces the launch of 'Tata Capital Housing Finance Limited'

Mumbai, May 14, 2009: Tata Capital Limited, the financial arm of the Tata Sons, today announced its entry into the housing finance business. The company has received an approval from the National Housing Bank (NHB), a wholly-owned subsidiary of RBI for setting up a housing finance company. The newly formed company will be registered as '**Tata Capital Housing Finance Limited (TCHFL)**'. The new venture will be headed by Mr. _____.

Tata Capital currently has a presence in retail lending, offering auto, personal and mortgage loans. TCHFL will further add value to current lending business.

Announcing the new initiative, Mr. Praveen P Kadle, Managing Director, Tata Capital Limited stated, *"In today's times when the housing sector is trailing a path of growth, floating a home finance company will give us the opportunity to participate in the growing housing sector and will also allow us to assist in building the country's infrastructure through the mortgage business. Tata Capital Housing Finance Limited will serve as a one-stop-shop for all housing finance needs. This move will further strengthen Tata Capital's customer base and add to the services offered in the consumer finance space. We hope to emerge as the leading housing finance player in India in the coming 3-5 years.*

Tata Capital Housing Finance Limited will offer a competitive rate of interest of ___%p.a. The company would constantly look at introducing innovative product offerings and plans to create a one-stop-shop through its unique Property related Services (PRS). Over and above the home finance offering, TCHFL will also provide loan for upgradation, repairs or renovation of the existing property. It also plans to enter into strategic alliance with leading insurance companies to safeguard the interest of the borrower.

The company has charted its growth plan and would like to ensure utmost customer convenience, creating a pan-India presence by setting up around 35 offices by end of FY 2010. The focus will be to target tier II and tier III cities, thus offering one-stop-shop for affordable financing options in the consumer finance segment.

In order to reach its target audience, TCHFL plans to generate multiple touch-points to facilitate access to consumers. The company will utilize extensive chain of well known property builders, DSAs, well trained in-house sales team, lay special emphasis on web-based services for the new age technology savvy customers.

TCHFL business will leverage Tata Capital's fast growing customer base through effective cross-selling model.

About Tata Capital Limited

Tata Capital Limited is a wholly-owned subsidiary of Tata Sons Limited, the apex company of the Tatas. Tata Capital is registered with the Reserve Bank of India (RBI) as a Systemically Important Non Banking Financial Company and aims to fulfill the diverse needs of retail and institutional customers, directly or through its subsidiaries, via seven broad areas of business, namely - Retail Finance, Corporate Finance, Investment Services, Investment Banking, Private Equity, Wealth Management and Rural Finance.

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