

Tata Capital Limited unveils its Brand Identity

- Positions it along the Brand Promise – “We only do what’s right for you”

Mumbai, December 17, 2008: Tata Capital, a wholly-owned subsidiary of Tata Sons Limited, which is registered with the Reserve Bank of India (RBI) as a Systemically Important Non Deposit taking, Non Banking Financial Company, today announced the launch of its brand identity. This charting of a new course will introduce the brand identity of Tata Capital in its entirety and focus on positioning its core brand attributes to create a deeper customer connect.

The invention of the brand is encapsulated in the brand proposition - “**We only do what’s right for you or *Karein wohi jo aapke liye sahi***”. The brand proposition reflects the Company’s resolve to deliver financial solutions that are right as per the needs of our customers as well as the society at large.

Speaking on the launch, **Mr. Praveen P Kadle, Managing Director, Tata Capital**, said, “The debut year for Tata Capital has been momentous. We are on track with our growth plans as we continue to remain bullish on the long-term potential of the Indian financial services sector. We now feel that it is imperative to unlock the true identity of the brand that Tata Capital is. It is with this premise that we unveil our brand promise today.”

Taking the branding exercise a step forward, Tata Capital also launched its signature tune, which is composed by the melodious trio, Shankar Mahadevan, Ehsaan Noorani and Loy Mendonca. This signature tune will enhance the emotive appeal of the brand’s promise. The signature tune reflects the very soul of the company – one that is honest, genuine, caring and professional; something that every customer will feel when they interact with Tata Capital.

“We aim to combine genuine care with expertise to give our customers only what is right, and nothing less. Our brand proposition, - We only do what’s right for you, reflects our firm resolve in this regard”, added Mr. Kadle.

Tata Capital aspires to become 'the leading financial services company in India with global footprint' and build a brand which is admired and respected by all stakeholders. The company plans to achieve this vision by being deeply collaborative, nimble and innovative and an exemplar of the core Tata values.

Tata Capital draws from the trust and familiarity of the Tata Group and aims to build itself on the platform of Trust. The Company is focused and committed to providing multiple financial services under one roof and build an extensive network of over 1,000 customer touch-points covering relevant geographies within the subcontinent. It employs hi-end technology solutions, efficient back-end processes and innovative financial solutions to offer superior customer experience.

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.

For further information, please contact:

Prabhat Bhattacharya, AVP–Corporate Communications

Tata Capital Limited

Mobile: +91 9223578339

Email: prabhat.bhattacharya@tatacapital.com

Sarika Kapoor/ Ashmita Pillay/ Deepti M

Vaishnavi Corporate Communications

Tel: +91 22 66568787/ 8741/ 8739/ 8791

Email : sarikakapoor@vccpl.com, apillay@vccpl.com, deepti.moorkoathy@vccpl.com