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For immediate use **PRESS RELEASE**

## **Tata Capital launches ‘Har Shaadi Hai Shaandaar’ contest in association with the highly anticipated Bollywood film ‘Shaandaar’**

*Tata Capital introduces new wedding loan product*

*Contest Winners get a chance to meet Shahid Kapoor and Alia Bhatt!*

**Mumbai, October 8<sup>th</sup>, 2015** — **Tata Capital**, today announced the launch of the ‘**Har Shaadi Hai Shaandaar**’ contest in association with Dharma Production’s latest upcoming movie ‘**Shaandaar**’ releasing on October 22<sup>nd</sup>. Individuals availing a wedding or any personal loan from Tata Capital can participate in the contest and three lucky winners get to meet the stars of the movie, Shahid Kapoor and Alia Bhatt! The contest ends on 17<sup>th</sup> October, 2015.

An extensive marketing campaign comprising TV and digital media will be used to promote the Wedding Loan product and the contest. Individuals opting for Wedding or any Personal Loans from Tata Capital, within the contest period, are eligible to participate in the contest. The participants have to share their ‘Shaandaar’ story in not more than 3000 characters along with applying for the loan.

Tata Capital **Wedding Loans**, provide prospective brides and grooms with the ability to finance their dream wedding. Wedding expenses are one of the key reasons for taking a personal loan. Recognizing this need, Tata Capital has crafted the Wedding Loan Product, which has the added benefits of flexi EMI repayment options, quick processing and attractive interest rates, that makes it easier to finance small or large ticket wedding expenses. Tata Capital Wedding Loans range from 1 Lac to 15 Lacs.

Commenting on the alliance, **Ms. Veetika Deoras, Head – Brand Marketing, Corporate Communication & Digital Vertical**, said, “Getting married is a key milestone in an individual’s life and Tata Capital offers wedding loans to help fulfill all the small or big desires that an individual may have, to make his/her

wedding even more special. The movie Shaandaar is based on the theme of a destination wedding and hence the fit was perfect. Tata Capital believes that every wedding, big or not, is special, is 'shaandaar'."

Tata Capital Wedding Loans can be accessed online via [www.tatacapital.com](http://www.tatacapital.com).

### **About Tata Capital Limited**

Tata Capital Limited, registered with the Reserve Bank of India as a Core Investment Company, is a holistic financial services provider that 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](http://www.tatacapital.com).

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