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'Tata Capital launches Online Car Loan Store'

Will showcase a range of new and used cars with Flexi EMI Loan options on cars.tatacapital.com

6th August 2015, Mumbai: Tata Capital, the financial services arm of the Tata Group, launched an online portal – cars.tatacapital.com, a first-of-its-kind online, car loan integrated store, where customers can both search for the right car (new/used) and the right car loan. The online store will provide consumers an end-to-end car buying experience from accessing reviews and ratings, comparing different models and customizing their loan with multiple flexi EMI loan options available for repayment.

Powered by **Carwale**, one of the largest online auto portals in India, the online store will allow customers to browse through a range of car models, new & used, from different manufacturers with a comprehensive set of tech specs and features for each car. It will also allow the user to search all new and used car options available within their preferred EMI range, a first and unique feature in the industry.

Emphasizing the significance of this digital product offering, **Mr. Praveen P Kadle, MD & CEO, Tata Capital Limited** said, *"We recognize that the digital space is the future for doing business and the launch of the online car loan store is one of our first steps in this direction. We are confident that this unique platform will help provide a unique, dual benefit to our customers. Not only will the customer have a wide range of cars to choose from, but also have access to flexible finance options at the click of a button."*

Commenting on the tie-up, **Mr. Mohit Dubey, Co- Founder & CEO, Carwale.com** added *"We are very pleased to partner with Tata Capital in this endeavor. As India's largest online car portal, Carwale has always strived to create products that deliver superior value to the consumer. The **Tata Capital Online Car Store**, which integrates flexible finance with online car buying, across both new and used cars, is a perfect fit with our philosophy."*

The car loan portal offers customized loans with flexi EMI options like Step-up, Step-down, Bullet and Balloon payments for the entire range of Cars, SUV, MUVs, cross-over vehicles and premium cars, including over 20,000 used cars. The Tata Capital car loan offers trust and transparency, loans up to 100% (on select models), an instant online loan approval, simple documentation, attractive interest rates, quick turnaround and tenures up to 84 months (on select models).

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.

About Carwale.com

CarWale, India's largest auto media vehicle, has always strived to serve car buyers and owners in the most comprehensive and convenient way possible. Carwale.com provides a platform where car buyers and owners can research, buy, sell and come together to discuss and talk about their cars and make informed decisions with exhaustive and un-biased information, expert reviews, owner reviews, detailed specifications and comparisons.

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