

Tata Capital launches a new brand campaign – ‘Count on Us’

Mumbai, November 4, 2019: This festive season count on Tata Capital to be your trusted financial service provider. Tata Capital, the financial services arm of the Tata Group has launched its latest brand campaign ‘Count on Us’. The campaign consists of 3 real - life humorous videos based on a central theme of Tata Capital being a financial expert, transparent company that delivers on promises. The key retail offerings showcased are – personal, home, two-wheeler and business loans.

The campaign went live on 3rd November, 2019 and will run across TV – English and Regional News Networks, and Social Media with a focus on Metros and key regional markets.

The campaign design is based on Tata Capital’s consumer insights. One of the key findings of the research revealed that customers are often concerned about financial services brands delivering on their promises. Through the “Count on Us” campaign, Tata Capital aims to reinforce the message of delivering on commitments made.

The videos comprise three different messages in the form of conversations that take place between a customer and an agent. Each message depicts one of the three facets of the campaign’s message i.e.: transparency, expertise and delivering on promises. As a financial services brand with an array of diverse retail offerings, the campaign targets a wide audience, who are digitally savvy between 25 to 45 years of age (SEC A / B+)



Commenting on the brand campaign, Ms. Abonty Banerjee, Chief Marketing and Digital Officer, Tata Capital said, “Tata has been recently acknowledged as India’s most valuable brand. With the current campaign, we want to extend this legacy and reinforce Tata Capital as a brand that one can count on. In 2018 – 19, we have intensified our efforts in building a customer – first culture across Tata Capital; we have built simpler customer journeys, invested in technology to deliver faster and better with innovative digital service offerings. Combine this, with the trust, Tata Capital intrinsically stands for, the theme is a perfect fit. We want the customer to ‘Count on Us’.”

The videos were conceptualized by creative agency Cartwheel and stars Gopal Dutt in the lead role of the pesky agent. On the brand campaign, D Ramakrishna, Founder and Creative Head, Cartwheel said, “Tata Capital, with its reputation for honesty, transparency, trustworthiness, and integrity saw an opportunity in presenting itself as an antidote to the frustrating experiences that customers face when they seek loans. The campaign features an archetypal sales executive who tries to charm his way out giving any real answers, but faces his come-uppance. The campaign highlights some of the key attributes of Tata Capital - transparency, reliability, and thoroughness. “

Links to the TVC:

<https://www.youtube.com/watch?v=uxVL7oiyCTE>

<https://www.youtube.com/watch?v=RPurG4wlQi4>

https://www.youtube.com/watch?v=y5p_3ZBNwmo

About Tata Capital Limited

Tata Capital Limited, a holistic financial services provider 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.

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