

Tata Capital unveils the latest #WorkForHome social media campaign for Home Loans

Mumbai, August 06, 2021: Tata Capital, the flagship financial services company of the Tata Group has unveiled a fun – loving social media campaign to promote its instant online home loan offerings. The campaign comprises a film and an Instagram influencer program which will be targeted across 12 states and 25 cities in India.

The campaign's humorous film highlights the work from home struggles faced by professionals and their families. The film emphasizes on how Tata Capital's home loan solutions can enable its customers to invest in a home that can help them #workforhome. Customers can enjoy the benefits of Tata Capital's customized home loan solutions by simply clicking on to <https://bit.ly/3fEhzDF>

The key features of **Tata Capital's Home Loan Online** solution are:

- An industry first offering wherein customers can avail instant sanctions.
- End- to -end DIY digitized loan application process
- Simplified document requirement
- Eligibility status within 1 minute &
- Income-verified E-Sanction Letter is provided within 10 minutes.

Also Tata Capital's existing home loan customers can avail additional top-up loan instantly with **Quick Cash**. The benefits include:

- 100% Online Loan journey
- Instant Loan disbursement

Speaking about the social media campaign, **Ms. Abonty Banerjee, Head of Marketing, Tata Capital**, said, *"The conventional norms of how people work has changed across companies in various sectors. The work from home culture has triggered the need to invest in a home. Further, home loan solutions which are affordable and be accessed instantly online brings in a whole new opportunity for buyers. Our campaign is all about how Tata Capital digital home loan solutions can facilitate our customers to make their home buying journey a delightful and fulfilling one."*

The #WorkforHome digital campaign is live across various social media platforms and will run for a period of 30 days. These include YouTube, Facebook, Instagram and Twitter. The campaign has been conceptualized by Kinnect.

You can watch the video on: <https://www.youtube.com/watch?v=9GTNHtJ-6rA>