

Tata Capital's latest digital campaign to promote investment through Moneyfy

Mumbai, September 05, 2022: Tata Capital, the flagship financial services company of the Tata Group, unveils a witty digital campaign that encourages investors to use the digital wealth management app-Moneyfy. The campaign has a series of 3 short cheerful films themed around the ease of making investments with Moneyfy. The campaign went live on September 03, 2022.

The digital films talk about the mobile-first generation which carry out most tasks online with just a few clicks on their phones. Using Moneyfy would ensure a flawless journey for those wanting to do financial planning on the go. Through this app, investors can also avail a host of services including instant investing for over 1500+ mutual funds, e-assist team etc.

Speaking about the campaign, **Ms. Abonty Banerjee, Chief Digital and Marketing Officer, Tata Capital** said, "Our latest campaign focuses on how investing and customization is convenient through Moneyfy with everything accessible instantaneously. Using Moneyfy is a great way for Gen Z to dip their toes into investing waters. The app provides one with all the tools they require to make an informed investment decision. We're sure the campaign will resonate with our audience."

Moneyfy is a comprehensive digital platform which aims to make the process of wealth creation hassle-free and secure. Equipped with intelligent features, app enables customers to get on-boarded in minutes. The App's unique 'My watchlist' feature allows customers to track their portfolio on a real time basis. This comprehensive platform gives easy access to the most frequently needed financial products in a hassle-free way.

Tata Capital's digital marketing campaign is conceptualized by creative agency Infectious and below are the youtube links to it:

Film 1- https://youtu.be/W_oJYqOVLfl

Film 2- <https://youtu.be/DkcN1VIBNME>

Film 3-<https://youtu.be/hDKAeLh-me8>

About Tata Capital Limited

Tata Capital Limited, a holistic financial services provider caters to the diverse needs of retail, corporate and institutional customers. Its range of offerings includes Consumer Finance, Advisory Services, Commercial Finance, Infrastructure Finance, Microfinance, Project Finance, debt syndication, Investment Banking, Private Equity Advisory and Credit Cards. For more information about Tata Capital, please visit www.tatacapital.com.

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