

## Tata Capital unveils its latest digital campaign to promote home loans

**Mumbai, October 11, 2022:** Tata Capital, the flagship financial services company of the Tata Group has unveiled a fun – loving digital campaign this festive season to promote its online home loan offerings. The latest digital campaign is conceptualized on how quickly things happen in today’s era. The digital campaign went live yesterday.

The campaign is a light-hearted take on speed-living. The humorous film showcases how things happen instantaneously in today’s fast paced world and compares it to instant home loans offered by Tata Capital. The film is targeted towards the younger generation which aspires to live in their own homes.

The key features of Tata Capital Home Loans:

- Know the eligibility status instantly
- Avail quick sanctions through an end- to -end DIY digitized loan application process
- Get income-verified E-Sanction Letter that is provided in minutes
- Flexibility in choosing home loan amount, repayment tenure & EMIs

Speaking about the campaign, **Ms. Abonty Banerjee, Chief Digital & Marketing Officer, Tata Capital** said, “As we approach the festive season, this campaign is our way of celebrating and offering innovative digital solutions to customers. The campaign highlights how quick loan solutions can help people get home loans easily, digitally and at competitive interest rates.”

Tata Capital’s digital marketing campaign is developed by creative agency Infectious. The digital campaign is live across various social media platforms and will run for a period of 4 to 5 weeks. These include YouTube, Facebook, Instagram and Twitter. To view the film [Click here](#)

**About Tata Capital:** A holistic financial services provider that 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](http://www.tatacapital.com)

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