

Tata Capital's industry-first Outdoor Campaign 'Mitaye Faasle' engages with commuters across India

Mumbai, 13 December: Tata Capital, the financial services arm of the Tata Group, launched its flagship brand campaign, Mitaye Faasle, featuring its brand ambassador Shubman Gill in the previous quarter. Building on the campaign's success, Tata Capital recently rolled out an industry-first outdoor campaign to connect with daily commuters and reinforce its position as a trusted financial partner. The campaign is designed to accelerate brand awareness and drive consideration through the strategic use of innovation.

The outdoor campaign highlights how Tata Capital's financial solutions help individuals bridge the gap between aspirations and milestones, using innovative and impactful outdoor activations. Featuring branded cabs, metro train branding, and innovative kinetic billboards across key metro and select non-metro cities, the campaign creates impactful interactions with commuters on the move.

The outdoor campaign featured branded cabs adorned with 3D models of 'dream home,' 'new bike,' and 'high-end boutique,' representing goals made achievable through Tata Capital's financial solutions. Expanding its reach, the campaign includes full metro branding in Mumbai and Delhi, highlighting home loan solutions that resonate with commuters' aspirations. The innovative OOH kinetic displays, strategically placed at high-transit points created compelling visual impact highlighting brand's creativity and customer-first approach.

By leveraging a diverse mix of OOH and transit mediums, the outdoor campaign effectively connected with daily commuters, highlighting Tata Capital's role in empowering them financially.

The OOH initiative by Tata Capital was executed by Lodestar UM. [Click here](#) to watch a quick snapshot of the outdoor campaign.

About Tata Capital Limited: Tata Capital Limited, a holistic financial services provider, caters to the diverse needs of retail, housing, SME, and corporate customers with a pan-India network of 900+ branches. Its range of offerings include Consumer Finance, Housing Finance, Commercial Finance, Cleantech Finance, Microfinance, Debt Syndication, Private Equity, and Credit Cards. For more information about Tata Capital, please visit www.tatacapital.com

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