

## Tata Capital Launches ‘Champions Ki Galliyan Mein’ Campaign Ahead of TATA WPL Season 4

*For the fourth consecutive year, Tata Capital reaffirms its commitment to women’s cricket and inclusive sporting.*

**Mumbai, 06<sup>th</sup> January 2026:** Tata Capital Limited, the flagship financial services company of the Tata Group and Premier Partner of the TATA Women’s Premier League (WPL), has unveiled its latest campaign, “Champions Ki Galliyan Mein,” ahead of the much-anticipated fourth season of the TATA WPL.

As women’s cricket in India continues its rapid rise, capturing national attention and inspiring a new generation of fans following the Indian team’s recent landmark victory at the Women’s World Cup, the campaign marks Tata Capital’s fourth consecutive year of association with the league. It reinforces the company’s long-standing commitment to supporting and championing women’s cricket in India.

The campaign comes alive through a heartwarming film set in a neighbourhood gully, where young girls are seen playing gully cricket on a makeshift pitch. Drawn by their energy and passion, TATA WPL star cricketers Harmanpreet Kaur, Smriti Mandhana, Renuka Singh, Deepti Sharma, and Jemimah Rodrigues spontaneously join the game, echoing the humble beginnings of their own journeys and celebrating the grassroots spirit of the sport.

Speaking on the campaign, **Abonty Banerjee, COO – Digital, Technology and Marketing, Tata Capital**, said, “Women’s cricket has reached a defining moment, and we are proud to have supported this journey from its early days. Our continued association with the TATA WPL reflects our strong belief in the league’s growing influence and its power to inspire across generations. Champions Ki Galliyan Mein is a tribute to the courage and consistent support that transform raw talent into world-class champions and a reflection of our brand promise to always Count on Us, whether it’s nurturing ambition on the field or supporting aspirations beyond it.”

The campaign is rolled out nationwide across television, digital platforms, social media, and on-ground integrations, ensuring strong visibility throughout the tournament. The TATA WPL Season 4 kicks off on January 9, with matches scheduled to be held in Navi Mumbai and Vadodara.

### Link to the Campaign:

**YouTube:** <https://youtu.be/R9dNrLBMUIQ?si=GT9Ti5-hxuzZ5fsE>

**Instagram:** <https://www.instagram.com/reel/DTKnH9vjEWV/?igsh=cHUxdXp6NGFtd2Mx>

**Facebook:** <https://www.facebook.com/share/r/17e9HqnXBw/?mibextid=wwXlfr>

**LinkedIn:** <https://www.linkedin.com/feed/update/urn:li:activity:7414250725653872640>

**X:** <https://x.com/tatacapital/status/2008487392051961981?s=20>

**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 1500+ branches. Its range of offerings includes Consumer Finance, Housing Finance, Commercial Finance, Cleantech Finance, Microfinance, Debt Syndication, Private Equity, and Credit Cards. For more information, please visit [www.tatacapital.com](http://www.tatacapital.com)

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