

Tata Capital Rolls Out 'Zidd Tarakki Ki' Campaign with Shubman Gill, Taps into India's Aspirational Growth Story

Mumbai 12th January 2026: Tata Capital Limited, the flagship financial services company of the Tata Group, has unveiled its 'Zidd Tarakki Ki' campaign featuring its brand ambassador and Indian cricketer Shubman Gill.

Anchored in the belief that unwavering determination fuels progress, the campaign taps into India's aspirational growth story that drives individuals to pursue their dreams and definitions of success. The campaign is perfectly timed with the India vs New Zealand 2026 series, with Shubman Gill leading the Indian ODI team as captain and connecting with audiences across the country.

The campaign opens with a multilingual lead film showcasing diversity and a shared drive to progress in life, mirrored in Shubman Gill's journey and India's aspirational growth story. Threaded by a series of emotionally resonant product films, the campaign further brings relatable stories to life, from owning a two-wheeler, expanding business to buying a home or commercial property, achieving academic excellence, and unlocking the next phase of growth. Each narrative arc, seamlessly bridged by Shubman Gill, echoes a tale of ambition to grow and positions Tata Capital as a trusted enabler that empowers Indians in their aspirational pursuits.

Speaking on the campaign, **Abonty Banerjee, COO – Digital, Technology and Marketing, Tata Capital**, said, "India's progress is built on real life stories of ambition and perseverance, expressed through everyday choices. 'Zidd Tarakki Ki' celebrates this spirit by spotlighting stories inspired by Indians across life stages and their determination to excel. At Tata Capital, we support this momentum with financial solutions that are accessible, relevant, and aligned to our customers' evolving aspirations."

The four-week, high-impact campaign, live until 5th February, is being amplified across television, digital, and social media, reaching masses across urban and emerging markets.

To watch the films, click below:

Brand Film: <https://youtu.be/H9n9hB1EPXo>

Personal Loan: <https://youtu.be/P9uygBA9gp4>

Loan Against Property: <https://youtu.be/8iO9sWjqTE4>

Business Loan: <https://youtu.be/9BAhq9NPoes>

Home Loan: <https://youtu.be/7wW89LoWIV8>

Two-Wheeler Loan: <https://youtu.be/4K0-bWWI6Bk>

Social Media:

Instagram: <https://www.instagram.com/reel/DTXEfn6CSDT/?igsh=MXJneDA5ajhrOTY1MQ==>

Facebook: <https://www.facebook.com/share/r/1BvDZ8JLny/?mibextid=wwXIfr>

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:7416004255343374336>

YouTube: <https://youtu.be/H9n9hB1EPXo>

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

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