

Tata Capital launches Father's Day campaign 'Papa Pe Gayi Hai', celebrating the values that shape generations

Mumbai, 18th June 2026: Tata Capital Limited, the flagship financial services company of the Tata Group, has launched its Father's Day campaign, 'Papa Pe Gayi Hai', a heartfelt tribute to the enduring influence fathers have on shaping confidence, character and aspirations. Rooted in the belief that true capital is not merely what is inherited, but what is instilled, the campaign celebrates the values, resilience and self-belief that fathers pass on to their children.

The digital film follows the journey of a young woman who desires of becoming a stand-up comedian. From overcoming self-doubt to finding her voice and achieving success, she is supported at every step by her father, whose encouragement gives her the confidence to pursue an unconventional path. Even after his passing, his lessons remain a guiding force, reminding her that the greatest inheritance is not material wealth, but the courage, conviction and values that stay with us for life.

Speaking on this campaign, **Kaushik Chakraborty, Head of Marketing and Corporate Communications, Tata Capital**, said, *"At Tata Capital, we believe that while financial capital enables aspirations, the values that shape those aspirations often come from the people who believe in us first. Fathers play a profound role in building confidence, resilience and self-belief. Through 'Papa Pe Gayi Hai', we wanted to celebrate this invisible inheritance of the values and strength that continue to guide us throughout life."*

The digital film has been conceptualised and directed by our creative partner Schbang and is being promoted across Tata Capital's digital and social media platforms.

To watch the films, click below:

- **YouTube** - <https://youtu.be/Mq154YyXQYg>
- **LinkedIn** - <https://www.linkedin.com/feed/update/urn:li:activity:7472681865125195776>
- **Instagram** - <https://www.instagram.com/reel/DZp0FMWNlLy/?igsh=NzZpNm52dGc2ZDNp>
- **Facebook** - <https://www.facebook.com/share/v/19HnYWEswf/?mibextid=wwXlfr>
- **X** - <https://x.com/tatacapital/status/2066921787225755785?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

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