

Tata Capital's Corporate Finance Division hosts 'Fostering Relationships', its Annual Customer meet

Mumbai – 20 February 2015 - The Corporate Finance Division of Tata Capital Financial Services Limited hosted its final Annual Customer Meet under the banner '**Fostering Relationships**' at The Taj Mahal Palace, Mumbai on 20th February, 2015. The event, which was attended by many corporate customers and senior executives from Tata Capital & the Tata Group, was focused on broadening relationships with existing and prospective customers by offering them a wide range of financial solutions from the Tata Capital umbrella. The event also allowed opportunity for interactions between customers and senior management of Tata Capital.

The event was graced by the presence of **Mr. Harish Bhat** –GEC Member at Tata Sons Limited, **Mr. F.Kavarana** – Former Director of Tata Capital Limited, **Mr. F.N. Subedar** – Director, Tata Capital Limited, **Mr. Janaki Ballabh** – Director, Tata Capital Limited, **Mr. M.D. Mallya** - Ex- CMD, Bank of Baroda, **Mr. Nalin Shah** –Director, Tata Capital Limited, **Ms. Anuradha Thakur** - Director, Tata Capital Financial Services Limited, **Mr. Praveen Kadle** – MD & CEO – Tata Capital Limited and **Mr. Harish Engineer** Ex – Executive Director, HDFC Bank Limited.

Mr. Harish Bhat, Member – Group Executive Council, Tata Sons and also the Guest of Honor for the event, took the stage to present the six imperatives to Fostering Relationships with customers – *Be out there with your customers, Respect your customers as people, Listen to your customers, Provide a sense of purpose to your customers, Add intellectual value to your customers and Earn your customers' trust.* He drew examples from organizations within and outside the Tata group to elucidate these points.

Initially, **Mr. Pradeep Bandivadekar**, COO – Corporate Finance welcomed the guests to the event. **Mr. Sarosh Amaria**, COO – Commercial Finance also spoke about Tata Capital's products and offerings and assured the audience of Tata Capital's emphasis on customer centricity and how each division endeavors to go the extra mile for satisfying its customers and tailoring the product as per the needs of its customers.

Mr. Praveen Kadle, Managing Director & CEO – Tata Capital launched '**Soham**', an application to enable our Supply Chain customers access to their facility accounts and seamlessly transact with Tata Capital through their mobiles.



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The Corporate Finance team took the occasion to honour some of its esteemed customers. The special recognition awards were presented to the customers by Mr. F Engineer, Mr. Kadle, Mr. Harish Bhat & Mr. Janki Ballabh.

Mr. MD Mallya and Mr. Pradeep Bandivadekar also felicitated Mr. Prakash Padukone for his immense contribution to the sport of Badminton in India during his days as a player and later as a coach to the Indian National team. Mr. Padukone in his brief acceptance speech recounted some of the challenges faced by him during his journey and his solutions to overcome those challenges. He also thanked Tata Capital for its sponsorship to his eponymous Academy – Prakash Padukone Badminton Academy.

Post the award session, Mr. Farokh Engineer, Former Indian Test Cricketer, addressed the audience. His talk was filled with real life cricket anecdotes involving himself and other great cricketing personalities from India and overseas. The informal interactions continued with our customers late in the evening over cocktails and dinner.

Earlier in the year, the Corporate Finance Division of Tata Capital Financial Services Ltd had conducted 'Fostering Relationships' events in Pune, New Delhi, Kolkata and Chennai and connected with over 1000 of its corporate customers across the 5 locations. The event at Mumbai was the final event in this year's series.



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About Tata Capital Financial Services Limited:

Tata Capital Financial Services Limited is a wholly owned subsidiary of Tata Capital Limited. The Company is registered with the Reserve Bank of India as a Systemically Important Non Deposit Accepting Non Banking Finance Company and offers fund and fee-based financial services to its customers. A trusted and customer-centric, one-stop financial services provider, Tata Capital caters to the diverse needs of retail, corporate and institutional customers, across various areas of business namely Commercial Finance, Infrastructure Finance, Wealth Management, Consumer Loans and distribution and marketing of Tata Cards.

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