

Tata Capital Launches 'Sab Shubh Hoga' Campaign Featuring Shubman Gill

Mumbai, 20th April 2026: Tata Capital, the flagship financial services company of the Tata Group, has launched its latest campaign titled 'Sab Shubh Hoga', featuring Indian cricketer and brand ambassador Shubman Gill. Rooted in cultural insight, the campaign brings to life a spectrum of Indian traditional beliefs and customs associated with new beginnings and expansion, while emphasising Tata Capital's business loans and the role of the right financial partner in enabling these journeys.

At the heart of 'Sab Shubh Hoga' is a brand film capturing cultural practices that signify auspicious beginnings across India. With Shubman Gill seen to be sporting diverse regional avatars and languages in the film, the narrative arc travels with him characterizing a truck driver in Punjab who inscribes 'Shubh Labh' on his vehicle to cracking a ceremonial coconut in Tamil Nadu before a new journey begins, among other relatable scenes from different parts of the country.

The film drives home the message that while customs and languages vary across states, the belief in positive beginnings remains universal. It extends this insight to the role of the right financial partner, which provides timely support to help turn aspirational intent into growth momentum, enabling real progress in building and scaling businesses.

Speaking on the campaign, Abonty Banerjee, COO – Digital, Technology, and Marketing, Tata Capital stated, "India's growth is driven by the ambition and resilience of its entrepreneurs. At Tata Capital, we support their journey with business loan solutions that are accessible, relevant, and aligned with the evolving needs of Indian business owners. Through 'Sab Shubh Hoga', we tap into the cultural significance of new beginnings to highlight how the right financial support can help turn aspirations into action."

With 'Sab Shubh Hoga', Tata Capital continues to strengthen its position as a trusted financial partner, committed to supporting businesses at every step of their journey.

The campaign is conceptualised and executed by Schbang.

The campaign is live across social platforms, to watch the film, click the below links:

YouTube: <https://www.youtube.com/watch?v=3rDYVIX7Z0w>

Instagram: <https://www.instagram.com/reel/DXJdf2oDUQa/>

Facebook: <https://www.facebook.com/share/r/1LdGEoYcqg/>

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

For further information, please contact:

Abhishek Bhate +91 8652145711 abhishek.bhate@tatacapital.com	Siddharth Singh +91 7868032586 Siddharth.singh@adfactorspr.com
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