

Tata Capital Rolls Out 'Mitaye Faasle' Campaign starring Shubman Gill

Mumbai, 27 September: Tata Capital Ltd, the flagship financial services company of the Tata Group presents its latest campaign, 'Mitaye Faasle', featuring brand ambassador Shubman Gill. The campaign is inspired by the insight that even after putting in relentless efforts, individuals sometimes fall short of achieving goals that they set for themselves. These may be a new home, a new vehicle, expanding their business, funding their child's education and many others. The campaign 'Mitaye Faasle' talks about how Tata Capital can help customers achieve their goals by being the financial enabler and bridging the gap between their efforts and their aspirations.

The campaign illustrates how Tata Capital plays a pivotal role in helping customers reach key life milestones—whether it is helping a young couple secure their dream home, enabling an entrepreneur to expand her business, or making someone's first two-wheeler purchase possible. Each story underscores Tata Capital's role in supporting and empowering customers at every step of their financial journey, and ensuring that their aspirations become attainable realities.

The campaign comprises a series of 3 films that draw parallels between Shubman Gill's journey, and that of consumers, narrating relatable scenarios from everyday lives of the consumers.

Tata Capital's integrated marketing campaign will run over a period of 3 to 4 weeks across TV, OOH, Social Media and other digital media platforms.

Speaking on the campaign, **Abonty Banerjee, Chief Operating Officer –Digital and Marketing, Tata Capital Ltd**, said, the "'Mitaye Faasle' campaign talks about the immense efforts made by customers in achieving their goals, and the role of Tata Capital in empowering them financially. The stories draw parallels between Shubman Gill's remarkable story of overcoming challenges and that of our customers. Just as Gill's journey symbolizes perseverance and success, our customers too put in persistent efforts to achieve their goals. Tata Capital's role remains that of helping customers realize their aspirations. We are sure that these stories will resonate with all our current and potential customers."

To watch the films, click below:

1. [Tata Capital Two Wheeler loan](#)
2. [Tata Capital Home Loan](#)
3. [Tata Capital Business Loan](#)

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 750+ 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 about Tata Capital, please visit www.tatacapital.com

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