

Tata Capital Celebrates Everyday Heroes in its ‘Aaj Ke Freedom Fighters’ Campaign

Mumbai, August 11, 2025: As the nation gears up to celebrate the Independence Day, Tata Capital, the flagship financial services company of Tata Group, has unveiled its latest campaign, “Aaj Ke Freedom Fighters”, giving a heartfelt tribute to ordinary citizens who exemplify freedom through impactful everyday actions.

The campaign spotlights stories of modern-day changemakers who embody the spirit of purpose-driven social responsibility, highlighting values that inspire progress and meaningful change in society.

Echoing the legacy of freedom fighters, the brand film presents four emotionally resonant stories: a woman standing up for the rights of senior citizens, an interviewer shortlisting a specially abled candidate based on his talent potential, a young girl rescuing an injured puppy, and a corporate professional empowering the underprivileged children by educating them. These depictions aim to inspire and connect with viewers across the country, portraying how values like compassion, responsibility, courage, and resilience continue to thrive in everyday life.

By weaving together these powerful human stories, ‘Aaj Ke Freedom Fighters’ conveys a powerful message that the essence of freedom lives not only in the history but also in the everyday choices that shape a better future.

In the run up to Independence Day, the campaign channels across multiple digital platforms and is being amplified on social media to reach audiences nationwide.

Click on the link to view the campaign:

YouTube: [#AajKeFreedomFighters](#)

X (twitter): [#AajKeFreedomFighters](#)

Facebook: [#Aaj Ke Freedom Fighters](#)

LinkedIn: [#AajKeFreedomFighters](#)

Instagram: [#AajKeFreedomFighters](#)

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 900+ branches. Its range of offerings include 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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