

### Tata Capital unveils 'Game Bolega' Campaign for Tata WPL Season 3

*For the third year, Tata Capital reaffirms its support for women's cricket, fostering inclusivity in sports.*

**Mumbai, 14 February 2025:** Tata Capital, the Associate Sponsor of the Women's Premier League, is proud to launch its latest campaign, "Game Bolega." This campaign celebrates the essence of cricket—where skill, determination, and performance take center stage, not perceptions. Featuring some of WPL's finest players, Smriti Mandhana, Jemimah Rodrigues, Deepti Sharma, Harleen Deol and Yastika Bhatia, "Game Bolega" delivers a powerful message: "Ab hum nahi, humara game bolega." Because in the end, it is the game that speaks.

At its core, is a gripping teaser and powerful rap anthem film featuring popular Tata WPL players. This portrayal underscores that women's cricket is defined by talent, performance, and undeniable skill.

The Tata WPL 2025 season 3 kicks off on February 14 in Vadodara, with the 'Game Bolega' campaign. The campaign will be live across Tata Capital's social media platforms, featuring interactive content, behind-the-scenes moments, and engaging contests.

The tournament will begin in Vadodara, followed by Bengaluru, Lucknow, and conclude with the playoffs and final in Mumbai.

**Speaking about the campaign, Ms. Abonty Banerjee, Chief Operating Officer – Digital and Marketing at Tata Capital, said,** "Our continued association with WPL reflects our belief in the transformative power of sports. By challenging stereotypes and celebrating the spirit of the sport, 'Game Bolega' aims to inspire athletes and fans while highlighting the increasing influence of women's cricket on the broader sporting landscape."

**To watch the film, click below:** [Tata Capital WPL 3.0 Anthem](#)

**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 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](http://www.tatacapital.com).

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