

June 16, 2025

The Secretary
BSE Limited
Pheeroze Jeejeebhoy Towers
Dalal Street, Fort
Mumbai - 400 001
Scrip Code: 531595

The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex, Bandra (East)
Mumbai – 400 051
Scrip Code: CGCL

Sub: Press Release on Capri Loans' New Campaign #TarrakiKeHaath

Dear Sir/Madam,

Please find enclosed the Press Release titled “Capri Loans Salutes the Hands Behind India’s Daily Hustle with #TarrakiKeHaath.”

This campaign is a tribute to the hardworking, self-employed individuals and micro-entrepreneurs — including kirana shop owners, taxi drivers, dhaba owners, tailors, and carpenters — whose tireless efforts contribute to the nation’s progress. Conceptualized by Rediffusion Brand Solutions, Mumbai, the initiative underscores Capri Loans’ commitment to financial inclusion by extending credit support at the grassroots level across the country.

You are requested to kindly take the same on records.

The said intimations was received by the Company on June 16, 2025 at 04.25 p.m. (IST).

Thanking you,

Yours faithfully,
for **Capri Global Capital Limited**

A handwritten signature in blue ink that reads "Bhatt Y" with a horizontal line underneath.

Yashesh Bhatt
Company Secretary & Compliance Officer
Membership No.: A20491

Encl.: As above





Capri Loans Salutes the Hands Behind India's Daily Hustle with #TarrakiKeHaath

Celebrates the hands that propel the nation — narrated by Pankaj Tripathi

Mumbai, 16th June 2025: Capri Global Capital Ltd (Capri Loans), a leading non-banking financial company, has launched its new brand campaign **#TarrakiKeHaath** — a tribute to those hands that work tirelessly and whose silent efforts propel Bharat's growth story. Featuring unsung everyday professionals like kirana shop owners, taxi drivers, dhaba owners, tailors, and carpenters, the campaign also reinforces Capri Loans' commitment to deliver credit at the grassroots, empowering self-employed individuals, and small businesses across the country. The campaign's storyboard is created by Rediffusion brand solutions, Mumbai.

The multi-state campaign aims to build long-term brand equity and deepen emotional resonance with audiences in both urban and semi-urban regions. Brought to life through a compelling storyboard by Rediffusion, it features powerful visuals that focus on the hands of hardworking individuals—symbolizing determination, dignity, and aspiration. The narrative is elevated by the presence of brand ambassador and acclaimed actor Pankaj Tripathi, whose grounded delivery brings authenticity, warmth, and emotional depth to the campaign's message.

"At Capri Loans, we don't just finance livelihoods — we fuel aspirations," said **Nishant Gehlot, Head Marketing, Capri Loans** "Capri Loans is committed to democratizing credit and bringing financial services to those who have long been underserved. #TarrakiKeHaath is a tribute to individuals whose contribution to the economy is vital yet often overlooked. This campaign reflects our brand's ethos of inclusivity, access, and trust — values we live by in our journey to empower every Indian hand that dreams of growth. Pankaj Tripathi has been our brand ambassador for 3 years now, and his association not only lends more relatability to the narrative, but also strengthens brands connect with our audience."

Echoing the sentiment, **Pramod Sharma, National Creative Director, Rediffusion Brand solutions**, added, "The idea for #TarrakiKeHaath emerged from what we see around us every day—millions of Indians working with quiet dignity and extraordinary resilience. The creative expression focuses on their hands, which bear the mark of both toil and hope. Capri Loans' vision to empower this segment gave us the perfect canvas to tell these stories with emotional truth and impact."

"Adding further, Asheesh Malhotra, Executive Director, Rediffusion Brand Solutions, says: At Rediffusion, our strategy for #TarrakiKeHaath was rooted in creating an emotional connection with Capri Loans' core audience—unsung professionals driving Bharat's growth. By focusing on their hands, we symbolized both their resilience and aspirations. This campaign is designed to deepen Capri Loans' brand equity, especially in urban and semi-urban markets, while reinforcing its commitment to democratizing credit. Through authentic storytelling and powerful visuals, we have positioned Capri Loans as a true enabler of growth and dreams for India's hardworking individuals."

The campaign will be backed by a robust 360-degree media rollout. Strategic placements across relevant high visibility mediums and key digital touchpoints will ensure visibility in Capri Loans' core markets. The media plan is designed to drive both awareness and emotional connect, combining mass reach through television and print with sharp targeting on digital platforms to build sustained engagement and recall.

As Capri Loans continues to expand its geographical footprint, the campaign is poised to play a pivotal role in building a strong and loyal customer base across key lending verticals including MSME Loans, gold loans and affordable housing.



Capri Global Capital Limited

(CIN: L65921MH1994PLC173469)

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The company is also investing in advanced technology, Data Science, and AI enabled financial solutions for better accessibility to a wider audience — ensuring that no deserving hand is left behind. With a growing network of over 1,100 branches and more than 7.2 lakh customer accounts across Bharat, Capri Loans is well-positioned to become a trusted financial partner for India’s aspiring and hardworking population — one hand at a time.

About Capri Global Capital Ltd:

Capri Global Capital Limited (“**Capri Loans**”) is a well-diversified retail focused Non-Banking Financial Company listed on the BSE Limited and the National Stock Exchange of India Limited. With an AUM of over Rs 22,857+ Crore and with over 7.2 Lakhs customer accounts, serviced through more than 11,400 employees and 1,100+ branches as of March 31, 2025 across Northern and Western geographies, Capri Loans offers a wide range of secured and collateralized loans through four primary lending segments such as MSME Loans, Gold Loans and Construction Finance and offers Housing Loans through its 100% subsidiary Capri Global Housing Finance Limited (“**CGHFL**”). Capri Loans also has fee-based businesses such as distribution of car loan products in partnership with 12 banks and financial institutions and has a composite license for distribution of Life, General and Health insurance policies.

For further information, please visit: www.capri Loans.in

For any queries, please contact:

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