

Tata Motors inaugurates 70 new sales outlets in emerging markets across Southern India in a single day

One of the largest expansion drives conducted by the Company so far

Mumbai, September 3, 2021: Corresponding to its retail acceleration strategy, Tata Motors, India's leading automobile company, today inaugurated 70 new sales outlets across Southern India in a single day. Spread across 53 cities, these outlets have been strategically mapped to key emerging markets of the Southern region. These modern showrooms will be home to the company's 'New Forever' range of passenger vehicles, including its electric vehicles portfolio.

With the addition of these new showrooms in a rapidly growing market, Tata Motors' network in Southern India (Karnataka, Tamil Nadu, Pondicherry, Telangana, Andhra Pradesh & Kerala) will be **272** and the retail footprint in India will grow to **980**. 32 new dealership chains have opened in Bangalore (7), Chennai (5), Hyderabad (4), and in Kochi (4). Further, this widespread expansion also includes the launch of 38 outlets in upcountry markets of the South India.

Inaugurating the new dealerships, Mr. Rajan Amba, Vice-President, Sales, Marketing & Customer Care, Passenger Vehicles Business Unit, Tata Motors stated, *"The Southern India contributes to 28% of the total Industry volumes and hence it is very critical for us to be strategically present in the emerging markets. With a 12.1% market share in Southern India, we are committed to our customers and want to make our New Forever range of passenger cars easily accessible. The trailblazing launch of these 70 new sales outlets, marks an important milestone in our aggressive retail expansion plans in India. This expansion will help us cater to our consumers' requirements and tastes that are constantly evolving, with both online and offline solutions, to provide a seamless 'phygital' experience that is more convenient and relevant today."*

Tata Motors is making huge strides in the passenger vehicle market on the back of its New Forever range. The company recorded its highest ever passenger vehicle sales in 9 years, in March '21 and Q4 FY21. In FY21, the company's PV business registered its highest-ever annual sales in 8 years, while posting a growth of 69%, compared to FY20.

For more information, please visit cars.tatamotors.com.

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About Tata Motors

Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart, and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state-of-the-art design and R&D centers located in India, UK, US, Italy,

for immediate use

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and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

Media Contact Information: Tata Motors Corporate Communications: +91 22-66657613 / indiacorpcomm@tatamotors.com