

Tata Motors celebrates #DeshKeTruck with a brand new TVC

Encourages homegrown sports of Wrestling and Kabaddi

India, November 26, 2018: Continuing from its association and strong support towards home – grown sports of the country like Kabaddi and Wrestling, Tata Motors, India's leading automotive company has introduced its brand new TVC **"DeshKeTruck"**. The film establishes Tata Motors' range of commercial vehicles as an integral part of a sportsperson's quest for excellence, helping them hone their skills to pursue success. The vehicles also double up as a symbol of perfection, inspiring every athlete to push their boundaries akin to these commercial vehicles that are unstoppable in the wake of challenges. The film 'Desh Ke Truck' has been conceptualized by Rediffusion and executed by Old School Films.

The TVC features players such as Sushil Kumar, Bajrang Punia, Sakshi Malik, Rishank Devadiga, Monu Goyat etc. among others, from WFI and PKL. It will be promoted during the ongoing Pro Kabaddi League matches, further cascading on to the social media handles with the following hashtags - **#DeshKeKhiladi #DeshKeTruck #PKL #WFI**. URL to the TVC – [Tata Motors Desh Ke Truck TVC](#)

Speaking on the TVC, Mr. UT Ramprasad, Head – Marketing and Brand Communications, Commercial Vehicle Business Unit, Tata Motors said, *"Tata Motors is the archetype trucking champion of India. In essence - the 'DeshKeTruck' positioning embodies our vehicles and the movement of the Indian economy at large. Tata Motors Commercial Vehicle's association with Kabaddi & Wrestling is our acknowledgment of the undeniable and unstoppable 'Sportification' of India through these homegrown sports."*

Mr. Pramod Sharma - Executive Creative Director, Rediffusion said, *"Tata Commercial Vehicles are the lifeline of India. Be it goods, Ganesha idols or sports felicitation processions, the Tata vehicles carry emotions with them, making them the heartbeat of the country. Our idea stemmed from this insight, executed nicely by Old School Films."*

Tata Motors is at the forefront, promoting Wrestling and Kabaddi in the country through their recent associations with Wrestling Federation of India (WFI) and Pro Kabaddi League (PKL). In some of the biggest non-cricket partnerships of the country, Tata Motors takes pride in extending its support beyond a simple commercial engagement by promoting the sport, encouraging and developing rising sporting talents, enabling them to achieve their aspirations.

for immediate use

PRESS RELEASE

TVC DETAILS:

Agency: Rediffusion

Joint President & Chief Creative Officer: Rahul Jauhari

Joint President & Chief Strategy Officer: Navonil Chatterjee

Executive Creative Director: Pramod Sharma

Account Planning: Siddhant Lahiri, Aditi Anand

Creative Team: Pramod Sharma, Spandan Roy Biswas, Kiran Parihar

Account Management: Hari Ganesh, Lijo Thampy

Production House: Old School Films

Director: Shiven Surendranath

~ENDS~

About Tata Motors:

Tata Motors Limited (BSE: [TATAMOTORS](#)), a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Part of the USD 100 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 109 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

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, the UK, Italy and Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia. To know more, please visit (www.tatamotors.com); also follow us on Twitter: <https://twitter.com/TataMotors>)

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