

Tata Motors collaborates with IOCL to launch first-of-its-kind 'Saarthi Aaram Kendra' for driver welfare in India



India, May 30, 2019: Enhancing our commitment towards the betterment of the driver community, Tata Motors, India's largest commercial vehicle manufacturer, in conjunction with the Indian Oil Corporation Ltd. (IOCL), the largest commercial oil company in India, launched an innovative, industry-first driver welfare initiative, 'Saarthi Aaram Kendra'. The initiative provides pit stops for drivers to take rest, thereby supporting their physical and mental well-being. The first of many, Saarthi Aaram Kendras, was inaugurated at Bawal today, which is located on India's busiest National highway-NH8.

Enabling driver welfare and safety has always been the foremost priority for Tata Motors and Indian Oil. The Saarthi Aaram Kendra is a step forward towards recognizing the efforts of commercial vehicle saarthis by providing them access to basic amenities on the go. The facility has been comprehensively designed to have an end-to-end solution for the saarthis which includes restrooms, restaurant, secured parking with CCTV camera, self-cooking, launderette, open bathing facility, barber shop, clean drinking water facility, TV and Wi-Fi. Saarthis can also avail truck related services from the vehicle service workshop available within the premises.

As a part of the commitment towards the saarthi community, Tata Motors recently also introduced an initiative, under the banner of "Tata Motors Samarth", a program, which covers areas like accidental insurance, hospitalization cover, financial counselling and educational assistance packages for their children, in order to achieve economic, social and health wellbeing of the saarthis and their families.

Along the same lines, Indian Oil through its Large Format ROs and 'Sarai' has ensured comfort to long distance drivers. Regular eye check-ups under the name 'Ujala', training on safe driving practices, distribution of driver kits are few other initiatives Indian Oil has taken up for the welfare of drivers.

Commenting on the initiative, Mr Girish Wagh, President - CVBU, Tata Motors Limited, said, "At Tata Motors, ensuring road safety and comfort to our Saarthis is our priority. Saarthi Aaram Kendra is an initiative offering basic facilities on the go to the commercial vehicle saarthis. It offers an environment wherein saarthis will easily have access to their basic needs, this, in turn, will help them de-stress after long journeys and thereby improve their overall efficiency. We are glad to associate with IndianOil for this initiative bringing comfort and safety to the saarthis. In the initial phase, around 100+ saarthis will benefit every day at this facility, which will be gradually scaled up."



TATA MOTORS
Connecting Aspirations



for immediate use

PRESS RELEASE

Speaking on the occasion, Mr Vigyan Kumar, Executive Director (Retail Sales), IndianOil, said, “IndianOil and Tata Motors have come together for various business tie-ups in the past and this new joint initiative on driver welfare activity will further improve the goodwill towards driver community. IndianOil has always pioneered in taking various driver-centric initiatives at most of its highway retail outlets. Saarthi Aaram Kendra is another such unique initiative taken in this direction to cater to the daily needs of commercial vehicle drivers in a more efficient manner which will provide a feeling of homestay to them at our Retail outlets.”

Going forward, Tata Motors and IOCL plan to set up more such facilities on high traffic National Highways.

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>)

About Indian Oil Corporation Limited:

With a 33,000-plus work force, extensive refining, distribution & marketing infrastructure and advanced R&D facilities, IndianOil plays a significant role in fuelling the socio-economic development of the country. With a mandate to ensure India's energy security and self-sufficiency in refining & marketing of petroleum products, IndianOil has in the past six decades provided energy access to millions of people across the length and breadth of the country through its ever-expanding network of over 50,000 customer touch-points. IndianOil is market leader in Highway Segment with about 45% of market share in Highway segment sales.

With a turnover of Rs. 6,05,924 crore and a net profit of Rs. 16,894 crore in 2018-19, IndianOil is recognised as one of India's most valuable companies .

The Company continues to be the largest contributor to the national exchequer in the form of duties and taxes. IndianOil continues to expand its business operations abroad through its overseas establishments in Sri Lanka, Mauritius, the UAE, Singapore, USA, Myanmar and Bangladesh.

To know more, please visit (www.inocl.com); also follow us on Twitter: <https://twitter.com/indianOilcl>)

Media Contact Information:



TATA MOTORS
Connecting Aspirations



for immediate use

PRESS RELEASE

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

Weber Shandwick:

Arpit Shah - 9773700445 / ashah2@webershandwick.com

Tahera Nasser – 9004700123/ tnasser@webershandwick.com

Jude Ferrao – 9619399443/ jferrao@webershandwick.com

IndianOil Corporation Limited :

Mr Harish Gupta – Mgr(CC)- 7291816002 /harishg@indianoil.in