

Tata Motors launches 'Click to Drive' – a contactless sales platform -Connects its 750+ outlets online for an end to end sales experience-

Mumbai, April 13, 2020: Tata Motors launches 'Click to Drive', an end to end full online sales experience enabling customers to buy a Tata Motors car with a click of a button from the comfort of their homes. This platform has been integrated with all Tata Motors dealers from more than 750 outlets across the country and will also offer vehicle home delivery for our customers at a later date.

Customers can now book their car in just a few clicks by following the steps below:

- To buy their car, customers can simply register on the 'Click to Drive' website and select a product of their choice from the Tata Motors' passenger vehicle portfolio with the assistance of an innovative video brochure. The video brochure helps customers discover each car and its features.
- The newly launched Tata Altroz also comes with an immersive virtual showroom experience, called Imaginator, allowing customers to customize the vehicle by selecting from a range of variants and colors as well as factory customization options.
- Once the customer makes his vehicle selection, they can then select the dealer nearest to them or preferred dealer from any of our 750 + outlets across the country, for either home delivery or click & collect at dealership, at a later date.
- The customer can pay the booking amount online, post which the customer receives an immediate order confirmation by e-mail and is then guided on the step-by-step buying journey by the Tata Motors call centre and a sales consultant from their preferred dealership.
- Moreover, customers can avail financing and exchange services, details on price quotes and exciting offers on the Tata Motors product range.
- The entire sales process is completed virtually using online communication tools such as emails, WhatsApp and video calls.

To access the platform, customers can visit <https://cars.tatamotors.com/click-to-drive>.

To view a tutorial of how the sales process works, please visit <https://www.youtube.com/watch?v=OLvSTIqDhEc>

Stay home, stay safe.

About Tata Motors

Tata Motors Limited (BSE: [TATAMOTORS](#)), a USD 44 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 110 billion Tata group, Tata Motors is India's largest and one of the few OEM's 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 134 subsidiaries, associate companies and joint ventures, 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

for immediate use

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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 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.

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

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