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PRESS RELEASE

Tata Motors Passenger Vehicles Business joins hands with HDFC Bank to provide exclusive Festive financing offers to its customers

Key Highlights:

- EMI per lakh per month starting as low as Rs. 799/- at attractive rate of interest
- Flexible EMI options available
- Enjoy up to 100% ex-showroom funding on the entire PV range
- Loan tenure of up to 5-years
- Schemes available on all passenger vehicles

Mumbai, October 17, 2020: Tata Motors, India's leading automotive brand, in collaboration with HDFC Bank has rolled out exciting finance offers for its passenger vehicle customers. In a bid to make their products more accessible while contributing to the enthusiasm of this year's festive season, the Company has introduced 2 new schemes in association with the Bank - the 'Gradual Step Up Scheme' and the 'TML Flexi Drive' scheme. Available till the end of November 2020, these offers can be redeemed on the entire New Forever BS VI range of cars and SUVs along with the company's EV range.

Details of the schemes:

Scheme 1 - Gradual Step Up Scheme

Under this scheme, customers can now avail EMI options as low as INR 799/- per lakh per month, depending on the product and variant at an attractive interest rate. As per the scheme, the EMI payments gradually increase over a period of 2 years depending on the payment convenience of the buyer. This scheme will help customers fast track their buying process, in turn making personal mobility available to all at pocket friendly rates.

Scheme 2 – TML Flexi Drive

According to the Flexi Drive scheme, the option to the consumer is to choose any 3 months every year, where he/she can pay minimum EMI (INR 789/- per lakh per month, depending on the product and variant) as per his/her convenience. The above scheme will help the customer map their EMI payment properly so that they can tide over the high outflow months easily, giving the customer the flexibility and power to choose.

Commenting on the roll out of these finance scheme offers, Mr. Vivek Srivatsa, Head - Marketing, Passenger Vehicle Business Unit, Tata Motors said, "We are humbled to be partnering with HDFC Bank to roll out exciting offers for our customers. This is in alignment with our constant endeavour to make safe personal mobility solutions more affordable and accessible to individuals and families, while contributing to the joy of this year's festive season. We hope, that these offers will boost customer morale and make the process of purchasing a car more convenient, thereby allowing them to truly celebrate the festivities with their friends and families."



Connecting Aspirations

Commenting on the joint offers campaign, Mr. Arvind Kapil – Country Head, Retail Lending, HDFC Bank said, "At HDFC Bank, the objective is to offer the very best in class products and services to our customers. We are extremely excited to be partnering with Tata Motors this festive season, which is just around the corner and stay committed to bringing in attractive and never before finance offers via our Festive treats platform. We believe this partnership offers affordable and viable financing solutions, in that, creating a valuable proposition for our customers, thereby facilitating the ownership of their dream car"

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Adding to the above, the Company is also providing up to 100% ex-showroom financing on the entire PV product range under both schemes. Furthermore, to avail these offers, customers can reach out to their nearest Tata Motors dealer or through an HDFC Bank branch and register their interest in buying a Tata car.

To know more about offers and car buying options, call your nearest dealership or visit <https://cars.tatamotors.com/>. Customers can also enquire, request a test drive, make bookings and select their preferred financing option via the recently launched 'Click to Drive', an end-to-end online platform from the comfort and safety of their homes.

*T&C apply

Stay Home, Stay Safe.

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 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.

About HDFC BANK

For information please log on to: www.hdfcbank.com

For media queries please contact:

Rajiv Banerjee

Vice President, Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: 91-22-66521307(D)/66521000(B)
Mobile: 9920454102

rajivshiv.banerjee@hdfcbank.com

Twitter: [@rajivbHDFCBank](https://twitter.com/rajivbHDFCBank)

Neeraj Jha

Head, Corporate Communication
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 6652 1308 (D) / 6652 1000 (B)
Mobile: 09323620828

neeraj.jha@hdfcbank.com

Twitter: [@NeerajHDFCBank](https://twitter.com/NeerajHDFCBank)