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PRESS NOTE

Tata Motors rolls out #TheUltimateElectricDrive campaign with the new Nexon EV

Associates with celebrity couple - Milind Soman and Ankita Konwar

Mumbai, October 4, 2019: Gearing up for the launch of the new Nexon EV, Tata Motors has signed-up power couple Milind Soman and Ankita Konwar for **#TheUltimateElectricDrive campaign**. This campaign aims at highlighting Nexon EV's ability to break existing barriers to EV adoption in India such as range anxiety, lack of charging infrastructure and performance capabilities. To experience the all-new Ziptron technology, the celebrity couple will drive across tough terrains in the Nexon EV and share their thrilling experience with fans.

Starting today, the campaign will reveal seven interesting videos capturing the couple's scenic journey from Manali to Leh and the surrounding regions, in the exciting Nexon EV, depicting the vehicle's capability to function effortlessly in some of the toughest terrains in India, covering six high altitude Himalayan passes, with unpaved roads and steep gradients, with limited charging infrastructure and under extreme weather conditions. Set to a soulful tune, the videos capture the essence of exploration and embracing the new Ziptron technology and through these experiences overcoming one's mental barriers to EV adoption such as range anxiety, lack of charging infrastructure and performance capabilities. Each of the seven videos will have a main version that will be promoted, while a longer "director's cut" version will reside on our social media handles. Link to the first video – <https://youtu.be/VCW6pRtux9Q>

According to Mr. Shailesh Chandra, President – Electric Mobility Business and Corporate Strategy, Tata Motors Ltd. said, "We are proud to announce that Nexon EV will be available for personal buyers in India from Q4 (Jan-Mar) FY19-20. Powered by the cutting-edge Ziptron technology, Nexon EV promises to address the barriers that exist in the EV market today and will deliver a thrilling on-road performance, ensuring zero emission. We are also excited to have the famous celebrity couple – Milind Soman and Ankita Konwar on board to share their experience with the EV enthusiasts. We are confident that the new Nexon EV will further raise the bar for electric cars, making EVs an aspirational choice for consumers."

Powered by the state-of-the-art Ziptron technology, Nexon EV will be equipped with an efficient high voltage system, zippy performance, fast charging capability, battery and motor with warranty of 8 years, and adherence to IP67 (dust and water proof) standard. Targeting a range of about 300 km, Nexon EV will prove to be an aspirational SUV for customers looking for a thrilling and connected drive experience. Expected to be priced between INR 15 to 17 Lakhs, Nexon EV will make EVs more accessible to Indian customers.

TATA Motors has recently unveiled a new EV specific website and Electric Mobility social media handles. They are:

Website - <https://ev.tatamotors.com/>

Facebook - <https://www.facebook.com/TatamotorsElectricMobility/>

YouTube - <https://www.youtube.com/channel/UCDxNSMn2I95fyHzPATAYOcg/>

Instagram - <https://www.instagram.com/tatamotorselectricmobility/>

Twitter - <https://twitter.com/TatamotorsEV>

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About Tata Motors

Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), 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 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 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 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

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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
Weber Shandwick: Syed Talal: 9987619679 / Daylon DCruz: 9820795501