



BSE Limited  
First Floor, New Trading Ring,  
Rotunda Building, P J Towers,  
Dalal Street, Fort,  
Mumbai 400 001  
**Kind Attn: Mr Khushro Bulsara**  
**General Manager & Head**  
**Listing Compliance & Legal Regulatory**

National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai 400 051  
**Kind Attn: Mr Avinash Kharkar**  
**Asst. Vice President**  
**Listing & Compliance**

November 9, 2018  
Sc - 15225

Dear Sirs,

**Ref: ISIN: INE155A01022 – Ordinary Shares**  
**IN9155A01020 – 'A' Ordinary Shares**  
**Debt Securities on NSE & BSE**

**Re: Press Release – Jaguar Land Rover October 2018 Sales**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by Jaguar Land Rover (UK), our wholly owned subsidiary, on the cited subject, content of which is self-explanatory.

This is for the information of the Exchanges and the members.

Yours faithfully,  
Tata Motors Limited

H K Sethna  
Company Secretary

**TATA MOTORS LIMITED**

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## STRONG SALES GROWTH IN THE UK AND NORTH AMERICA OFFSET BY ONGOING CHALLENGES IN CHINA

	October 2018	Change year-on-year	Jan – Oct 2018	Change year-on-year
Jaguar Land Rover	44,282	(4.6)%	492,388	(4.0)%
Jaguar	13,764	11.6%	149,759	(0.1)%
Land Rover	30,518	(10.5)%	342,629	(5.7)%

**Whitley, UK, 9 November, 2018** – Jaguar Land Rover today reported total retail sales of 44,282 vehicles in October 2018, down 4.6% year on year despite strong sales of newer models, namely the Jaguar I-PACE and E-PACE and the refreshed Range Rover and Range Rover Sport.

Retail sales rose significantly in the UK (46.9%) and North America (24.1%) with these new models.

Sales in China decreased by 49.0% as market conditions remain challenging amid tariff changes and continued trade tensions with the US, which are impacting consumer confidence and automotive purchases. Sales also declined in Europe (13.5%) due to ongoing diesel uncertainty and sales were 4.0% lower year on year in Overseas markets.

Jaguar retail sales were 13,764 vehicles in October, up 11.6% year on year, driven by the E-PACE and I-PACE as well as the long wheel base XEL from the company's Chinese joint venture.

Land Rover retailed 30,518 vehicles in October, down 10.5% year on year as increased sales of the refreshed Range Rover and Range Rover Sport as well as the Velar were offset by lower sales of the Evoque and Discovery Sport, primarily in China.

**Felix Brautigam, Jaguar Land Rover Chief Commercial Officer, said:**

**“We continue to face challenges in some markets, notably China. Despite this, we saw a strong performance in the UK and North America, which is a testament to our customers’ loyalty to our brands and the positive response of new customers to our evolving product line-up. As announced last week, we are implementing a turnaround plan and taking all the necessary steps to rejuvenate our business especially in China. This involves working closely with our sales network and balancing production with demand in the present market conditions to achieve healthy development for our future that is not unduly dependent on incentives.**

**“Looking ahead to the end of the year, Jaguar’s growth trajectory remains positive, as the all-electric I-PACE and sporty E-PACE compact SUV are growing in popularity and driving demand.**

**“Meanwhile at Land Rover, while slowing sales in China are disappointing, we remain encouraged by positive demand for exciting new products such as the Velar and the refreshed Range Rover and Range Rover Sport.”**



Jaguar Land Rover total retail sales for 2018 calendar year to date were 492,388, down 4.0% compared to the same period last year.

## **ENDS**

### **About Jaguar Land Rover**

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2017/18 Jaguar Land Rover sold 614,309 vehicles in 129 countries, with more than 80 per cent of our vehicles being sold abroad.

We support around 260,000 people through our retailer network, suppliers and local businesses. Manufacturing is centred in the UK, with additional plants in China, Brazil, Austria and Slovakia.

Our innovation is continuous: we will spend in the region of £4 billion this year on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer the latest diesel and petrol engines.