



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

National Stock Exchange of India Limited
Exchange Plaza, 5th 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

September 7, 2018
Sc - 15162

Dear Sirs,

Ref: ISIN: INE155A01022 – Ordinary Shares
IN9155A01020 – ‘A’ Ordinary Shares
Debt Securities on NSE & BSE

Re: Press Release – Jaguar Land Rover August 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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Jaguar Land Rover Announces August Sales

	August 2018	Change year-on-year	Jan – Aug 2018	Change year-on-year
Jaguar Land Rover	36,629	(4.9)%	390,992	(2.6)%
Jaguar	11,802	7.7%	116,849	(1.9)%
Land Rover	24,827	(9.9)%	274,143	(2.9)%

Whitley, UK, 7 September, 2018 – Jaguar Land Rover today reported total retail sales of 36,629 vehicles in August 2018, down 4.9% year on year.

Retail sales were up in the UK (64.9%), Overseas markets (20.2%) and North America (2.5%), with Europe slightly below last year (3.1%), waiting for last WLTP certifications. The China market remains unsettled following tariff changes and trade tensions (down 38.1%), although the reduction in duty from 25% to 15% is expected to be beneficial over the full year. UK sales were boosted by a catch up in WLTP certification of vehicles with only 2 derivatives remaining to be certified in September.

Jaguar retail sales were 11,802 vehicles in August, up 7.7% year on year, driven by the introduction of the E-PACE and I-PACE, as well as XE long wheelbase sales in China.

Land Rover retailed 24,827 vehicles in August, down 9.9% compared to August 2017 as increased sales of the Velar and the refreshed Range Rover were offset by the impact of the lower sales in China on Range Rover Evoque and Discovery Sport in particular.

Jaguar Land Rover total retail sales for the calendar year to date were 390,992, down 2.6% compared to the same period of last year.

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

“We are continuing to see challenges in our key markets. The China market is seeing uncertainty following tariff changes and trade tensions although lower tariffs on UK imports should be beneficial over the full year. Concerns over diesel and Brexit continue to weigh on the industry in the UK and Europe although August UK sales were encouraging.

“Amid industry-wide delays we made excellent progress to vehicle certification last month. Most of our vehicles are now WLTP certified. Hence, we are confident that our award winning vehicle line-up will boost sales as we move into the autumn months.

“For Jaguar, we are expecting a strong second half of the year. Sales of the Jaguar I - PACE, supported by a wave of critical acclaim by the international media, have only just begun and the new E-PACE will join our product line-up in China.

“Refreshed Land Rover models, in particular the new Range Rover and Range Rover Sport plug-in variants, have a growing customer base. Strong demand for the Range Rover Velar, 2018 World Car Design of the Year, continues to drive sales.”

ENDS



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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.

We employ more than 44,000 people globally and support around 260,000 more through our retailer network, suppliers and local businesses. Manufacturing is centred in the UK, with additional plants in China, Brazil, Austria and Slovakia.

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 Jaguar Land Rover sold 621,109 vehicles in 130 countries, with more than 80 per cent of our vehicles being sold abroad.

Our innovation is continuous: we will spend in the region of £4.5 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 ultra-clean petrol and diesel engines.