



BSE Limited
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Rotunda Building, P J Towers
Dalal Street, Fort
Mumbai 400 001
Kind Attn: Mr Khushro A. Bulsara
General Manager & Head
Listing Compliance & Legal Regulatory

National Stock Exchange of India Ltd.
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

August 10, 2018
Sc – 15138

Dear Sirs,

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

Re: Press Release - Jaguar Land Rover July 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, contents of which are self-explanatory.

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

Yours Faithfully,
Tata Motors Limited

H K Sethna
Company Secretary

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Tata Motors Limited

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MARKET UNCERTAINTY REFLECTED IN JULY SALES

	July 2018	Change year-on-year	Jan – July 2018	Change year-on-year
Jaguar Land Rover	36,144	(21.6)%	354,363	(2.4)%
Jaguar	10,992	(15.2)%	105,047	(2.9)%
Land Rover	25,152	(24.0)%	249,316	(2.2)%

Whitley, UK, 10 August 2018 – Jaguar Land Rover today reported total retail sales of 36,144 vehicles in July 2018, down 21.6% year on year, primarily reflecting transitional issues in certain markets.

Retails for July were down in China (46.9%), reflecting continued market volatility in the first month of the duty change as well as trade tensions. Sales were also down in Europe (26.5%) and the UK (18.3%), impacted by the industry-wide issue of delays in WLTP certification of 2019 model year vehicles. Jaguar Land Rover has made good progress however and all its vehicles are certified or expected to be shortly. Retail sales were also down in North America (9.5%), resulting from softer industry volumes (down more than 3%) combined with foregoing some higher discounted business and later timing for new model year launches this year compared to a year ago. Sales in Overseas markets were up 8.6%.

Jaguar Land Rover continues to expect sales growth for the full year with its strongest product line-up ever and new products to support growth. These include the Range Rover Velar, the Jaguar E-PACE, the refreshed Ranger Rover and Range Rover Sport with a plug-in hybrid electric (PHEV) option and the Jaguar XEL long-wheelbase in China, while sales of the exciting electric Jaguar I-PACE have started with a strong order book in excess of six months.

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

"We have had challenges to navigate in key markets this month. Despite that we have lots of reasons to be positive. After some short delays because of the transfer to WLTP emissions regulations we are now well-placed in the premium market. We anticipate the impact of this transfer will be short-lived.

"We are also adapting to the impact of tariff changes in the Chinese market. While this could strengthen demand, the trade conflict with the USA has a negative effect on automotive buyers' confidence and transaction prices in China. Also the US car market has recently shown signs of softening.

"We remain positive and confident in our award-winning product line-up. The new E-PACE, our sporty compact SUV, is boosting sales for Jaguar. It's about to go on sale in China and we're expecting success there too. The electric Jaguar I-PACE, which has impressed the world's media, is now starting deliveries.



"Demand for Land Rover is also encouraging. Despite market challenges, the Range Rover Velar and newly revised Range Rover and Range Rover Sport models, including the new plug-in hybrid versions, are winning new customers around the world."

For July Jaguar retail sales were 10,992 and Land Rover retail sales were 25,152 vehicles, down 15.2% and 24.0% respectively on the same month last year.

Jaguar Land Rover total retail sales for the first seven months of 2018 calendar year were 354,363, down 2.4% compared to the same period a year ago.

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.