



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**

May 10, 2019  
Sc - 15442

Dear Sirs,

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

**Re: Press Release – Jaguar Land Rover April 2019 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 REPORTS APRIL 2019 SALES

	April 2019	Change year-on-year	Jan – Apr 2019	Change year-on-year
Jaguar Land Rover	39,185	(13.3)%	198,101	(9.1)%
Jaguar	11,462	(13.7)%	60,758	(3.9)%
Land Rover	27,723	(13.1)%	137,343	(11.2)%

**Whitley, UK, 10 May 2019** – Jaguar Land Rover retail sales in April 2019 were 39,185 vehicles, down 13.3% compared to April 2018.

The introduction of the all-electric Jaguar I-PACE and the sales ramp up of the new Range Rover Evoque continue to be encouraging, however, retail sales of other models were lower primarily reflecting the continuing weaker market conditions in China.

Retail sales were up again in the UK (12.1%) and in North America (9.6%), but were offset by lower sales in China (-45.7%) and in Overseas markets (-22.3%) with retails in Europe also down (-5.5%).

Jaguar retail sales in April 2019 were 11,462 vehicles, down 13.7% year-on-year and Land Rover retailed 27,723 vehicles, down 13.1% compared to April 2018.

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

**“Although this was a tough month for us due to continuing pressures in China, we are delighted to see good growth in the UK and the US. Once again we strongly outperformed the UK market and the US marked its best ever April sales. This reflects the strength of our brands and continued demand for our unique and evolving product line-up.**

**“This month was a historic milestone for Jaguar, with the all-electric Jaguar I-PACE winning an extraordinary hat trick of awards - the 2019 World Car of the Year, World Car Design of the Year and World Green Car - which no car has ever done before. This is in addition to scooping the European Car of the Year and the China Green Car of the Year 2019 trophies, to name just a few of the accolades for the I-PACE. We continue to be encouraged by the market response to this incredible vehicle.**

**“At Land Rover, sales of the new Range Rover Evoque luxury compact SUV are starting to ramp up, as it is launched in an increasing number of countries following its global debut at the end of last year. In April, we were excited to premiere the China-produced version at the Shanghai auto show, tailored to the needs of our discerning customers in this important market.”**

Jaguar Land Rover total retail sales for the calendar year to date (January – April 2019) were 198,101 vehicles, down 9.1% compared to the same period last year.

**ENDS**



For further information, please contact:

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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.

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 the year to 31 March 2019 Jaguar Land Rover sold 578,915 vehicles in 128 countries.

We support around 260,000 people through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities and an engine manufacturing centre in the UK. We also have plants in China, Brazil, India, Austria and Slovakia.

From 2020 all new Jaguar Land Rover vehicles will offer the option of electrification, 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.