



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

Listing Compliance Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai 400 051  
**Kind Attn: Mr Avinash Kharkar**  
**Asst. Vice President**  
**Listing & Compliance**

July 31, 2018  
Sc no- 15125

Dear Sirs,

**Re: Press Release regarding Restructuring at Tata Motors (Thailand) Limited (TMTL)**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release issued by the Company on closing of manufacturing operations at TMTL and serving the Thai market through a distribution model, the content of which is 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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July 31, 2018

## Official Press Statement

As part of the Turnaround 2.0 strategy, Tata Motors had called out its 6-cylinder strategy for delivering consistent, competitive and cash accretive growth. One of the six pillars is Net Debt and Subsidiaries.

As part of this ongoing review, we have undertaken a reassessment of our business model in Thailand to ensure it is sustainable over the long term. The business as it stands today is sub-scale and not sustainable. We have hence decided to cease the current manufacturing operations in this financial year. Going forward, the Company shall continue to address the Thailand market with a revamped product portfolio, suitable to local market needs, delivered through a CBU distribution model.

Tata Motors is committed to the ASEAN region wherein Thailand is an important market and we endeavor to continue serving our customers as we transition to the new operating model.

-Ends-

### About Tata Motors

Tata Motors Limited (BSE: [TATAMOTORS](#)), a USD 45 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. Part of the USD 100 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 76 subsidiary and associate companies, 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, the UK, Italy and Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com)); also follow us on Twitter:

<https://twitter.com/TataMotors>)

### Media Contact Information

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