



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**

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**

March 7, 2018  
Sc - 15387

Dear Sirs,

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

**Re: Press Release - Jaguar Land Rover February 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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7 MARCH 2018

## JAGUAR LAND ROVER ACHIEVES SECOND HIGHEST FEBRUARY SALES

	Vehicles retailed Feb 2018	% change year-on-year	Jan – Feb 2018	% change year-on-year
<b>Jaguar Land Rover</b>	<b>39,911</b>	<b>(2.6)</b>	<b>88,977</b>	<b>0.3</b>
<b>Jaguar</b>	<b>11,565</b>	<b>(5.2)</b>	<b>25,631</b>	<b>(2.0)</b>
<b>Land Rover</b>	<b>28,346</b>	<b>(1.5)</b>	<b>63,346</b>	<b>1.3</b>

Jaguar Land Rover achieved its second highest February sales performance with strong sales of the new Range Rover Velar and Land Rover Discover and the new 18 model year Range Rover and Rover Sport as well as the new Jaguar E-PACE still ramping up, despite difficult trading conditions in key European markets, especially the UK.

Retail sales of 39,911 Jaguars and Land Rovers in February were 2.6% down on the previous year's all-time high. Solid demand in China (3.3% up) and other overseas markets (1.5% up) was offset by lower sales in the UK (15.2% down for the month) and Europe (6.9% down), where trading conditions remained challenging. Sales in North America were 2.2% down on the same month in the previous year. With the company's sales up 2.9% in January, year-to-date sales are level with a year ago.

Andy Goss, Jaguar Land Rover Group Sales Director, said: "While February is a short month and we are continuing to see weaker market conditions in Europe and the UK in particular largely reflecting diesel uncertainty, we saw strong sales of the new Discovery and Velar models in the month. Sales of the new 18 model year Range Rover and Range Rover Sport and Jaguar E-Pace are still ramping up heading into March which is normally our biggest sales month largely as a result of the registration plate changeover in the UK."

"This year will be an exciting year for Jaguar Land Rover with the launch of Jaguar I-Pace, our first electric car which was revealed last week and will be shown at the Geneva Auto Show opening this week."

Jaguar sales in February were down by 5.2% year-on-year with 11,565 units sold. The F-PACE SUV remained the brand's biggest seller, followed by the XF which saw sales up 15%, including the Sportbrake and, in China, the long-wheelbase XFL. The new E-PACE compact SUV is still ramping up after going on sale in the UK in late 2018 and in Europe and the USA in January.

Global Land Rover sales of 28,346 were down 1.5% compared with a record February in 2017. Sales of the new Velar and Discovery launched in 2017 were up significantly while the new 18 Model Year Range Rover and Range Rover Sport offering a plug in hybrid option for the first time are still ramping up.



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.

We employ almost 43,000 people globally and support around 240,000 more through our dealerships, 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 more than £4 billion in fiscal year 2017/18 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.