



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 Lokesh Bhandari**  
**Senior Manager**  
**Listing & Compliance**

May 07, 2021  
Sc no- 16358

Dear Sirs,

**Sub: Press Release – Tata Motors increases Passenger Vehicle prices**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release issued by the Company on the captioned subject, the content of which is self-explanatory.

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

Yours faithfully,  
Tata Motors Limited

Hoshang K Sethna  
Company Secretary

Encl: As attached

**TATA MOTORS LIMITED**

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for immediate use

**PRESS RELEASE**

## **Tata Motors increases passenger vehicle prices and extends price protection for customers who have booked vehicles on or before 7<sup>th</sup> May**

**Mumbai, May 7, 2021:** Tata Motors, India's leading vehicle manufacturer has announced that effective 8<sup>th</sup> May, it will increase prices of its passenger vehicles, averaging 1.8%, depending on the variant and model.

Continuing its commitment towards customers, Tata Motors will offer protection from the price increase to customers who have booked Tata passenger vehicles on or before 7<sup>th</sup> May. For the wellbeing of its business and supporting ecosystem, the Company had recently announced that it has set in motion a comprehensive 'Business Agility Plan' to protect and serve the interests of its customers, dealers and suppliers.

**According to Mr. Shailesh Chandra, President – Passenger Vehicles Business,** *"Increase in prices of commodities, such as steel and precious metals, necessitates us to pass on a part of it through increase in price of our products. Keeping in mind the interest of customers who have booked cars already, we are offering price protection for all bookings done till date (on or before 7<sup>th</sup> May 2021). This price increase will be effective for bookings made thereafter (effective 8 May 2021). Our 'New Forever' product range continues to witness strong acceptance in the market and we are thankful to our customers for their continued trust in the brand."*

Ends

### **About Tata Motors**

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020.

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, UK, US, Italy and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

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