

PRESS RELEASE

National Geographic India's upcoming documentary 'Go.ev' brings forth Tata Motors' efforts of accelerating the EV Revolution in India

Premiering on April 09, 2023, the documentary unveils Tata Motors' commitment of building a robust EV ecosystem in the country and establishing India as a manufacturing hub of Electric Vehicles

April 07, 2023, New Delhi: National Geographic in India is all set to bring forth the incredible journey of Tata Motors, an Indian automotive manufacturing company, giving its viewers a glimpse into the company's inspiring journey of introducing EVs in India. Premiering on **April 09, 2023, at 7.00 PM on National Geographic Channel**, the film titled '**Go.ev**' delves deeper into the mission of the organization, overcoming the perception driven challenges that come with the EV technology.

By identifying the uncertainties that exist within the community in purchasing an EV, the film showcases Tata Motors' approach in addressing these concerns that have helped accelerate the growth of the EV sector. This film brings to light the tremendous effort of the designers and engineers at Tata Motors in building impactful solutions around cost, range, charging infrastructure and range anxiety. It also touches upon the company's expansion plans of launching 10 EV models in the market by 2025, helping ensure health & wellness is at the core of the future of mobility.

"At National Geographic, we strive to bring forth stories that provide in-depth understanding to satiate the curious minds of our viewers. This documentary is yet another attempt to further enhance the knowledge of our audience around the evolution of EVs through the lens of Tata Motors and follow the company's journey to bring about a positive change in the automobile sector," said **National Geographic India Spokesperson**

"At Tata Motors, we are committed to building a sustainable future through the adoption of electric vehicles in India. We are quite elated to have again collaborated with a credible and environment conscious brand like National Geographic who with its innovative and inspiring storytelling has helped us spread and share our vision of revolutionizing the EV segment in India," said **Tata Motors Spokesperson**

'Go.ev', will premiere on April 09, 2023, at 7.00 pm on National Geographic Channel

About National Geographic Partners

National Geographic Partners LLC (NGP), a joint venture between The Walt Disney Company and the National Geographic Society, is committed to bringing the world premium science, adventure, and exploration content across an unrivalled portfolio of media assets. NGP returns 27% of the proceeds to the non-profit National Geographic Society to fund work in the areas of science, exploration, conservation, and education. In India, National Geographic Channel and Nat Geo Wild are available across five languages and have a wide-ranging mix of international shows which are made local relevant and shows that are developed and created locally

For more information, please visit

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About Tata Motors

Part of the USD 128 billion Tata group, Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 37 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses, offering extensive range of integrated, smart and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, Tata Motors is India's market leader in commercial vehicles and amongst the top three in the passenger vehicles market.

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. With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, 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. The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by preparing a tailor-made product strategy, leveraging the synergy between the Group companies and playing an active role liaising with the Government in developing the policy framework.

With operations in India, the UK, South Korea, Thailand, South Africa and Indonesia, Tata Motors' vehicles are marketed in Africa, Middle East, South & South East Asia, Australia, South America, Russia and other CIS countries. As of March 31, 2022, Tata Motors' operations include 86 consolidated subsidiaries, two joint operations, four joint ventures and 10 equity-accounted associates, including their subsidiaries, in respect of which the company exercises significant influence.

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