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PRESS RELEASE

Experience EVs at their MAX Tata Motors introduces the new Nexon EV MAX, priced at NPR 46.49 lakh in Nepal

Kathmandu, 10th May, 2023: Committed to the rapid electrification of mobility, Tata Motors launched an extension to its bestselling EV in the personal mobility segment, the new Nexon EV MAX, at an attractive starting price of NPR 46.49 lakh for 7.2 kW charging option in Nepal. With this launch, Tata Motors is taking the lead to enhance the appeal of EVs and expand the market with a new offering for customers who are looking for longer intercity travel.

The new Nexon EV MAX powered by the high voltage state-of-the-art Ziptron technology will come in 3 exciting colours—Intensi-Teal (exclusive to the Nexon EV MAX), Daytona Grey and Pristine White. Dual tone body colour will be offered as a standard.

Equipped with a 40.5 kWh Lithium-ion battery pack, the Nexon EV MAX offers 33% higher battery capacity, delivering an anxiety-free ARAI certified range of 453 km (under standard testing conditions), which ensures uninterrupted inter-city travel. The Nexon EV MAX produces 100 kW of power and delivers an instant torque of 250 Nm available at push of the pedal, resulting in 0 to 100 sprint times in under 9 secs.

Taking the charging experience to the max level, the Nexon EV MAX will be available with options of a 7.2 kW AC fast charger. The 7.2 kW AC fast charger can be installed either at home or at workplace, which helps in reducing charging time to 6.5 hrs. Making it an irresistible proposition, the Nexon EV MAX will support a faster charging time of 0 - 80% in just 56 mins from any 50 kW DC fast charger.

Commenting on the launch, Mr. Shailesh Chandra Managing Director, Tata Motors Passenger Vehicles Ltd. and Tata Passenger Electric Mobility Ltd., said, *"Tata Motors has ushered in the EV revolution in Nepal, which has received overwhelming enthusiasm from customers for our portfolio of Nexon EV and Tigor EV. In an attempt to enhance the EV experience further and expand our portfolio here, we are extremely delighted to introduce the Nexon EV MAX in Nepal. The Nexon EV MAX is a testament to our state-of-the-art high voltage EV architecture Ziptron, designed for unique driving and weather conditions. This electric SUV offers an uncompromised driving experience by offering the best-in-class range, comfort, and a long list of intuitive features. The Nepal market has been a strong advocate for EVs, and this is evident from our growing EV sales here. The positive customer response to our EV portfolio inspired us to widen our offerings here. We are certain that the Nexon EV MAX will further elevate the EV experience of customers in Nepal and help us in accelerating our growth momentum here"*

Commenting on this momentous occasion, Mr. Siddhartha SJB Rana, Executive Chairman, Sipradi Companies, said, *"The Nexon EV MAX is an exciting product proposition for the Nepalese market, and marks yet another milestone in our thriving partnership with Tata Motors. This product has generated a lot of excitement and anticipation among our customers. We are excited to be a part of this exciting journey and we are looking forward to bringing more differentiated Tata Motors' products to our customers in Nepal."*

Experience MAX at its best:

The striking exterior of the Nexon EV MAX has been complemented with significantly modernized interiors to match the progressing preferences of the discerning customers. The central console has undergone a significant revamp and gets a new uncluttered and clean design, it features a Jewelled Control Knob with active mode display, all new Makarana beige interiors,

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leatherette seats with ventilation for front passengers, air purifier, wireless smartphone charging, auto-dimming IRVM and cruise control. Nexon EV MAX features 3 driving modes – eco, city and sport.

With Nexon EV MAX, Tata Motors is introducing a Multi-Mode Regen feature which will help customers to easily adjust the level of regenerative braking through switches on the floor console. Customers can choose between 4 regen levels based on the driving conditions: Level 0 with nil recuperative braking, going up to the highest Level 3 aiding single pedal driving. The Company has also added an intuitive feature – auto brake lamps which gets activated once a certain level of regen is achieved, this helps to alert fellow motorists.

The Nexon MAX comprises of enhanced safety features like ESP with i-VBAC (intelligent – Vacuum-less Boost & Active Control), Hill Hold, Hill Descent Control, Electronic Parking Brake with Auto Vehicle Hold and all 4-Disc brakes. Making it a complete package, the promise of reliability and durability of Ziptron continues on Nexon EV MAX with its battery and motor pack being IP67 rated for a weather-proof and worry-proof performance. The battery and motor warranty of Nexon EV MAX is 8 years or 160,000 km, offering complete peace of mind.

To know more, call your nearest dealership or visit <https://nexonev.tatamotors.com>

Get ready to be moved to the MAX!

Ends

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 an 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.

About Siprati Trading Pvt. Ltd.

Siprati Trading Private Limited is a major player in automotive and allied business and is one of the largest and most driving brands in Nepal. 41 years down the line, Siprati has exceeded USD 350 million annual revenue and continue to grow rapidly in automotive, lubricant, financial service and equipment business sectors. The entire workforce has been working together to accomplish a shared objective – To deliver quality products and services while adding synergy to the growth of overall brand value. Siprati Trading Private Limited (STPL) has been the sole distributor of Tata Motors Ltd. India vehicles, for Nepal since 1982 and is certified with ISO 9001:2015 as well as ISO 45001:2018. The company provides sales, services and spare parts, facility for the full range of Tata Motors' passenger as well as commercial vehicles. The company has immense networks throughout Nepal with 23 sales network offices and 24 service centres dedicated to Passenger vehicles.

Media Contact Information:

Tata Motors Corporate Communications: indiacorpcomm@tatamotors.com / 91 22-66657613 / www.tatamotors.com