

Tata Motors Serves the Nation's Heroes, Ties Up with Kendriya Police Kalyan Bhandar

Offers best-in-class Tata Cars and SUVs at special rates to more than 34 lakh police personnel across the country

Mumbai, 24 April, 2023: Tata Motors, one of India's largest automotive manufacturers, is proud to join hands with the Kendriya Police Kalyan Bhandar (KPKB), to extend its class-leading Cars and SUV offerings to police personnel and their families across the nation. The handover ceremony of the sanction letter has been carried out in New Delhi, in the presence of senior dignitaries from both Tata Motors and KPKB.

As a measure of welfare for the currently servicing and retired personnel of Railway Protection Force (RPF), The Intelligence Bureau (I.B), Special Protection Group (SPG), National Crime Records Bureau (NCRB), National Investigation Agency (NIA), Indo-Tibetan Border Police (ITBP), Central Reserve Police Force (CRPF), Sashastra Seema Bal (SSB), Central Industrial Security Force (CISF), Border Security Force (BSF), Assam Rifles (AR) and all State Police Organizations personnel, the Ministry of Home Affairs set up the Kendriya Police Kalyan Bhandar (KPKB) on 18th Sept 2006. Currently they have 119 Master Canteens which act as distribution centres and 1778 subsidiary canteens which sell products to the troops and families, serving more than 34 lakh personnel from central and state police departments. As a part of this coveted association, Tata Motors Cars and SUVs will be available to all members of the organisation through this network at special prices.

To know more about offers and car buying options, call your nearest dealership or visit <https://cars.tatamotors.com/>.

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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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