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Tata Motors appoints Inchcape as the distributor of commercial vehicles in Thailand

Bangkok, Thailand, 5 April 2023: Tata Motors, one of the world's leading automotive manufacturers has announced its partnership with Inchcape plc, a leading global automotive distributor, as their distributor for their commercial vehicles in Thailand. Through this partnership, Tata Motors will commence the sales and service of its commercial vehicles across the country. India's largest commercial vehicle manufacturer, Tata Motors, offers extensive range of sub 1-tonne to 55 tonne cargo vehicles and 10-seater to 51-seater mass mobility solutions, ranging in SCV&PUs (Small Commercial Vehicles & Pick-ups), I&LCV (Intermediate & Light Commercial Vehicles), M&HCV (Medium & Heavy Commercial Vehicles) and buses segments to address the evolving needs of logistics and mass mobility segments.

Commenting on the announcement, **Mr. Anurag Mehrotra, Vice President, International Business & Strategy, Commercial Vehicle Business, Tata Motors**, said *"We are delighted to partner with a reputed distributor like Inchcape. The company comes with a rich experience, expertise and strong understanding of the automotive industry, as well as established presence across Asia-Pacific. We are confident that with Inchcape, Tata Motors' top-of-the-line, advanced mobility solutions will be very well received in the country. Over the years, Tata Motors has established new benchmarks for lowest total cost of ownership performance, functionality, connectivity and safety by consistently introducing future-ready vehicles, services and solutions globally. This agreement is a momentous step towards expanding our market presence in Thailand, as it will benefit local businesses that are looking to build their fleet for short and long haul solutions."*

Commenting on the partnership, **Mr. Ruslan Kinebas, CEO Asia-Pacific, Inchcape**, said *"We are pleased to join hands with a global brand like Tata Motors, and excited to offer Tata Motors' quality-led, innovative commercial vehicles portfolio in the Thailand market. With this distributorship, we see good opportunities to leverage Inchcape's existing presence and network to drive business growth in Thailand and deliver excellent customer experience journey. This is a great example of our Accelerate strategy in action, delivering on the Group's ambition to expand its existing global footprint and being the automotive distributor of choice."*

Charnchai Mahantakhun, Managing Director of Inchcape Thailand, comments *"With the combination of Inchcape's experience in Thailand, Inchcape's global expertise in commercial vehicles and Tata Motors' diverse product portfolio, we are confident that we will create value for the Thai logistics and commercial vehicle industry. We target to open ten retail sites across Thailand focusing on business sustainability, professionalism and transparency in working with our retail partners."*

With more than seven decades of expertise, Tata Motors is present in 44 countries spread across Africa, Middle East South and South East Asia, South America and CIS, among others. The company's state-of-the-art research and development facilities have steadily worked to engineer innovative mobility solutions powered by alternate fuel technology, including battery-electric, hybrid, CNG, LNG and Hydrogen Fuel Cell technology.

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,

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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 we exercise significant influence.

About Inchcape

Inchcape is the leading global automotive distributor, with operations across six continents. Through the unique expertise of our people, our suite of cutting-edge technology products, and our approach to advanced data analytics, we provide the platform for the world's leading mobility companies to accelerate their ambitions in markets where we and our partners want to succeed.

Our distribution platform connects the products of mobility companies with customers, and our responsibilities span from product planning and pricing, import and logistics, brand and marketing to operating digital sales, managing physical sales and aftermarket service channels. Inchcape is driven by its purpose of 'bringing mobility to the world's communities, for today, for tomorrow and for the better'. We are committed to making a positive contribution to the communities in which we operate, for our people, for society and for the planet.

Inchcape's modern presence in Asia-Pacific started in 1967 with the acquisition of Borneo Motors, a company founded in 1925 to distribute vehicles in Singapore. Inchcape APAC has since expanded significantly across the region and today distributes new vehicles and parts in Australia, Brunei, Guam, Hong Kong, Indonesia, Macau, New Zealand, Saipan, Singapore and Thailand for a large portfolio of OEM brands: Toyota Motor Corporation, Subaru, Suzuki, Jaguar Land Rover, BMW Group, Chevrolet, Great Wall Motors, Peugeot Citroen, Harley-Davidson, Daimler Trucks and Buses, Hino and other commercial vehicle partners.

Inchcape was appointed as a Jaguar Land Rover distributor for Thailand since 2016 and has grown to include the Siam Paragon Mall showroom, JLR studio in Phuket, and Defender Glamping Experience site. Inchcape Thailand won accolades from JLR such as Retailer of the Year FY16/17 and FY17/18, and Best Experiential marketing activities in 2022. In July 2022, the team also launched Bravoauto Thailand, Inchcape's used vehicle business and the first set-up in Inchcape Asia-Pacific.

Inchcape APAC is headquartered in Singapore and employs around 3,400 people across the region. The Group is headquartered in London and employs around 19,000 people globally.

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