

Celebrating World Environment Day, Tata Motors introduces 'EVOLVE' – an exclusive customer engagement programme for Tata EV owners

Mumbai, June 7, 2023: Continuing the celebration of the World Environment Day, Tata Motors, India's leading automobile manufacturer and the pioneer of the EV evolution in India, today announced the introduction of 'EVOLVE' – a programme that brings together the Tata EV owners for a shared journey towards the growth of EV acceptance in the country. 'EVOLVE' will consist of various customer focussed activities including experiential drives, activities to benefit the larger community, exchange and upgrade programmes coupled with exclusive referral benefits.

To spearhead the launch of 'EVOLVE', Tata Motors today launches the first leg of this customer engagement initiative - a limited period referral programme starting in a phased manner. This reward plan will encourage customers with exclusive experiences, appreciating their support in growing the Tata EV family. With every addition of friends and family to the Tata EV tribe, customers stand a chance to win assured gifts with benefits for the maximum conversions going up to curated travel packages to exquisite locations such as Machu Picchu, Iceland or a chance to watch the Grand Slam live. This exclusive engagement programme will go live in top 13* EV consumer markets/ catchment area for the company. Details of the rewards on offer can be viewed on <https://ev.tatamotors.com/evolve/>

Commenting on the launch of 'EVOLVE', Mr. Shailesh Chandra, MD, Tata Motors Passenger Vehicles Ltd., and Tata Passenger Electric Mobility Ltd., said, "The EV revolution in India has been pioneered by Tata Motors but the actual impetus to this movement is driven by our customers. Our customers are passionate not only when it comes to their cars but are also focused to do their bit for the environment and enhance the community at all times. 'EVOLVE' is our extended effort to further boost this engagement and reward our brand ambassadors for helping us become India's no. 1 EV manufacturer.

It is a customer friendly and engaging programme that aims to become the nucleus of our EV community by hosting a gamut of experiences, discussion forums, loyalty points, benefits etc. It gives me immense pleasure to announce the launch of the first leg of 'EVOLVE' on an occasion that is synonymous with our intentions. This limited period referral programme combines a host of exclusive 'money can't buy' encouragements and we are excited for each one of you to experience the same. Through this initiative, we are working towards exploring unparalleled escapades for our EV believers and hope that these efforts motivate more and more people to #EvolveToElectric, creating a greener and cleaner future."

The Tata EV owners' community is growing stronger by day. It is a close knit community that enjoys their vehicle together. With one of the widest portfolios for 4-wheeler EVs in India and a promise to develop exciting EV products at different price points with different body styles going forward, Tata Motors stands firm on developing and doing the best for its EV community. With a well-calibrated product mix and strong consumer-facing initiatives, Tata Motors has been able to accelerate EV adoption in the country by creating an entire EV ecosystem with Tata Group companies to provide simple, cost-effective solutions for customers. With 'EVOLVE', the company is taking the next step in the development of this ecosystem.

*The 13 cities where the referral programme is going live are - Delhi NCR, Mumbai, Bangalore, Pune, Hyderabad, Chennai, Ahmedabad, Kolkata, Kochi, Jaipur, Thiruvananthapuram, Coimbatore, Visakhapatnam

~Ends~

Media Contact Information:

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