

## Quality Policy

Tata Motors and the entire auto industry is in an extremely dynamic situation. Over the recent years, while the focus on quality standards has gone multiple times higher, at the same time, quality as a requirement has remained most basic but an important hygiene factor for the end customer.

We, at Tata Motors, have embarked on our Transformation Journey, which means we are now more committed to transform the consumer experiences. This will happen only when we provide innovative mobility solutions with passion that excite our customers globally through a Quality and customer centric culture involving all employees and business partners as One Team.

We will continue to strive for excellence in design, development, manufacturing and sales experience of exciting products and services combined with an unmatched ownership experience.

To reach higher benchmarks on Quality, we will internalize global best practices and sustainable technologies within the organization. Initiatives such as 'first time right capability', a 'quality management system' will create meaningful impact in the organization while also serving as a common set of guidelines and improvement yardstick.

Tata Motors also has a commitment towards improving the Quality of life of its direct stakeholders, both within and outside its plants and offices, through improved work practices and social welfare schemes.

I urge each one of you to abide by the Quality policy in letter and spirit.

Date: October 1, 2016  
Place: Mumbai



Guenter Butschek  
Chief Executive Officer and Managing Director