

for immediate use

**PRESS RELEASE**

**Tata Motors increases passenger vehicle prices by 0.8%**  
**Offers price protection on all retail till 31<sup>st</sup> August'21**

**Mumbai, Aug 2, 2021:** Tata Motors, India's leading vehicle manufacturer has announced that effective 3<sup>rd</sup> August, it will increase prices of its passenger vehicles, on an average of 0.8%, depending on the variant and model.

Continuing with its commitment towards customers, and acknowledging the faith and confidence they have reposed in Tata Motors' New Forever range, the company will offer protection from the price increase to vehicles that will be retailed on or before 31<sup>st</sup> August'21. For the wellbeing of its business and supporting ecosystem, Tata Motors had recently announced that it has set in motion a comprehensive 'Business Agility Plan' to protect and serve the interests of its customers, dealers and suppliers.

**Please Note:**

The price protection is applicable only on vehicles retailed/ billed on or before 31<sup>st</sup> August, 2021.

Ends

**About Tata Motors**

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, 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. 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. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

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