

Tata Motors commences deliveries of the 'Fastest Booked' EV in India! **Hands over the 1st batch of 2000 Tiago.evs to customers, across 133 cities**

Mumbai, February 3, 2023: In line with its commitment towards evolving to electric, Tata Motors, India's leading automobile manufacturer delivers the first batch of 2000 Tiago.evs, marking an electrifying start to the year. The Tiago.ev has received a stupendous response from the market, surging past the 10,000 mark booking in a single day, making it the **Fastest Booked EV in India**.

This remarkable response inspired the Company to extend the special introductory pricing to an additional 10,000 customers, who too went ahead and booked their favourite electric hatch in no time. With 20K+ bookings, the Tiago.ev has charmed the country with its exciting, effortless, eco-friendly and premium EV drive experience.

Commenting on the love and faith showered by its customers on the Tiago.ev, Mr. Vivek Srivatsa, Head, Marketing, Sales and Service Strategy, Tata Passenger Electric Mobility Ltd. said, "The launch of the Tiago.ev was aimed at accelerating the adoption of EVs by democratising the Indian EV market and we are happy to announce that we are on the right path with this product, with cars retailed across 133 cities on the back of a robust sales network. The sheer trust in this brand has led to the success we are celebrating today. With a 38.6% growth YoY in EVs (as of January 2023), we remain committed to our vision of providing customers with the best, helping make EVs accessible to all.

"Furthermore, we would also like to extend our gratitude to the channel partners across the country who are helping us in our journey and realizing the dream of India evolving to electric"

The Tiago.ev is a fun electric trendsetter, a segment first disruptor which offers premium, safety and technology features, eco-friendly footprint, spirited performance, all made even more desirable with the added advantage of a low cost of ownership. It is the first in its segment to offer best-in-class connected features as standard across all trims, that are usually offered in more premium cars. To know more about the Tiago.ev, customers can visit Tiagoev.tatamotors.com or visit nearest dealership.

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