

## **Tata Motors goes #Hyperlocal for its passenger vehicle buyers Launches 'Anubhav' Mobile Showrooms to offer enhanced customer experience in rural India**

**Mumbai, March 03, 2022:** Tata Motors, India's leading automotive brand, today introduced 'Anubhav,' showroom on wheels, a door step car buying experience for the rural customers. In line with its rural marketing strategy, this initiative will help increase reach in Tehsils and Talukas, which have high potential in terms of rural population, and economy. A total of 103 mobile showrooms are being deployed across the country, to enhance the Tata Motors brand awareness in rural India. These mobile showrooms will help existing dealerships to offer a doorstep sales experience to customers and assist them with information about the New Forever range of cars & SUVs, accessories, avail finance schemes, book a test drive and evaluate existing cars for exchange.

Speaking on the occasion, **Mr. Rajan Amba, Vice President, Sales, Marketing and Customer Care, Tata Motors Passenger Vehicles Ltd. said,** *"We are delighted to commence the Anubhav Initiative. This is a significant step towards taking the brand to the hinterland and making our New Forever range of cars & SUVs more accessible while reducing our dependability on the traditionally followed model of a brick-and-mortar facility. These mobile showrooms will be a one stop solution for rural customers seeking information about our cars, finance schemes, exchange offers etc. They will also derive important consumer insights and data for us to further improve our customer outreach. Rural India sales contributes around 40% to the total passenger vehicles sold in India and with this concept we are confident of expanding our reach, and increasing our customer base in these markets."*

With the expertise of Tata Motors Commercial Vehicles Fully Built Vehicles (FBV) Division, the Anubhav – Showroom on Wheels has been developed on the very reliable, Tata Intra V10. These mobile showrooms will be operated by dealerships under Tata Motors' supervision and guidance. All the dealerships will define monthly routes for these vans on which they will ply and cover the targeted village or tehsil. These mobile showrooms come equipped with GPS trackers to monitor the movement for better utilisation.

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### **About Tata Motors**

Part of the USD 109 billion Tata group, Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 34 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, 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, supported by a strong global network of 103 subsidiaries, 9 associate companies, 4 joint ventures and 2 joint operations as on March 31, 2021, Tata Motors' commercial and passenger vehicles are marketed in countries, spread across Africa, Middle East, South & Southeast Asia, Australia, South America, Russia, and other CIS countries.

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