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PRESS RELEASE

Tata Motors joins hands with Common Service Centre Scheme to widen its reach in rural India

Ministry of Electronics and IT's wide network will enable ease in buying of commercial vehicles, under Digital India programme

Mumbai, 5th August, 2021: Tata Motors, India's largest commercial vehicle manufacturer, announced the signing of Memorandum of Understanding (MoU) with Common Service Centre Scheme (CSC) e-Governance Services India Limited, in a collaborative effort to bring Tata Motors commercial vehicles to rural customers, across India. CSC's nationwide network and digital services will further strengthen Tata Motors' reach in rural geographies, including remote areas of the country. The partnership will add impetus to the development of rural India, and remarkably better the last-mile transportation with Tata Motors' modern and efficient commercial vehicle range.

The partnership is curated on the back of Tata Motors' core philosophy of nation-building and providing a means of livelihood to the rural population of the country. Through this initiative, Tata Motors and CSC aim to increase accessibility in remote regions and help realise the Government of India's Aatmanirbhar Bharat vision.

Speaking on the occasion, **Mr. Rajesh Kaul, Vice President, Sales & Marketing, Commercial Vehicle Business Unit, Tata Motors** said, *"It is indeed a momentous day for us as we join hands with CSC to make our vehicles more accessible to our fellow citizens in rural geographies. With the onset of the digital age, this partnership with CSC would play a large role in enabling those living in villages with the power of choice, in opting for a business proposition through our range of commercial vehicles. The CSC Village Level Entrepreneur (VLE) network would be instrumental in taking the proposition to the villages in India. It will further fortify Tata Motors' widest network of sales and service touchpoints and contribute towards the overall development of the rural economy. Tata Motors' widest range of commercial vehicles, with their efficient drivetrains and rugged build quality, are engineered to provide safe and comfortable transportation in the tough terrain of the Indian countryside. We are confident that this initiative will help in 'Connecting Aspirations' of those living in Indian villages."*

Elaborating on the partnership, **Managing Director, CSC SPV, Dr. Dinesh Tyagi** said, *"Mobility is a significant factor in rural areas, especially when it comes to commercial activities. There is an untapped demand for light commercial vehicles by small scale industries, farmers and small businesses. This partnership with Tata Motors will help us reach out to this segment. With an uptake in the economic activity in rural areas and the growth impetus provided by Government's Aatmanirbhar Bharat campaign, commercial vehicles will continue to be in demand for transportation of material and goods. CSC is also working in the area of FPOs and this partnership will help us serve them in providing commercial vehicles."*

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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