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PRESS RELEASE

Tata Motors celebrates 1 lakh happy customers of its smart pick-up, the Intra

Highly versatile and durable, the Intra promises power-packed performance, superior driving and customer experience

Mumbai, July 5, 2022: Tata Motors, India's largest commercial vehicle manufacturer, celebrates the 1 lakh happy customers of its smart pick-up, the Intra. With this colossal achievement, the Intra becomes the fastest in its segment to have reached this milestone, in just over three years since its launch in May 2019. Built on Premium Tough design philosophy, the Intra is engineered to perfectly suit the needs of customers looking for higher load carrying capacity and better driveability. Over the past three years, the Intra has been popular in its segment for its superior driving comfort, fuel economy and offers excellent customer experience.

Commenting on the achievement, **Mr. Vinay Pathak, Vice President, Product Line – SCV & PU, Tata Motors**, said, *"Reaching this remarkable feat of 1 lakh customers for the Intra is a moment of great pride and joy for us. The Intra's immense popularity is a testament to its position as a game-changing vehicle within its segment, and the profound sense of trust customers have in our brand. Tata Motors has always placed customers at the centre of all its endeavours and Tata Intra is no different; engineered keeping in mind customer aspirations towards reaping higher business returns while lowering total operational costs. We extend our sincerest gratitude to all customers who have been on this journey with us over the past three years."*

Powered by a robust and reliable engine and endowed with large loading deck, the Tata Intra comes with a promise of superior performance, faster turn-around time and maximum earning potential for its owners. With a wide walkthrough cabin and ergonomic seating, the vehicle is designed to offer a comfortable, fatigue-free driving experience. The Intra is also versatile, with hydro-formed rugged chassis frame and high ground clearance to take on tough terrain. To ensure lower maintenance and operational costs, it comes equipped with a Gear Shift Advisor as well as an Eco Switch. The Intra is currently available in two variants – V10 and V30, with varied deck configurations.

Along with top-notch features in the vehicle, Tata Motors also offers best-in-industry after-sales and value-added services under the Sampoorna Seva 2.0 umbrella. Sampoorna Seva 2.0 includes services such as vehicle care programs, fleet management solutions and annual maintenance packages, among other benefits for Tata Motors' entire range of commercial vehicles.

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, Tata Motors' vehicles are marketed in Africa, Middle East, South & South East Asia, Australia, South America, Russia and other CIS countries. As of March 31, 2022, Tata Motors' operations include 86 consolidated subsidiaries, two joint operations, four joint ventures and 10 equity-accounted associates, including their subsidiaries, in respect of which we exercise significant influence.

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