

## **Tata Motors partners with Sundaram Finance to provide exclusive offers on passenger vehicles to its customers**

### **Key Highlights:**

- **Sundaram Finance to provide 100% financing on Tata Motors' new Forever range**
- **Special 6 monthly installments for farmers under the "Kisan Car Scheme"**

**Mumbai, August 6, 2021:** In an effort to make its New Forever range of Tata Motors cars and UVs more accessible in these challenging times, Tata Motors, India's leading automotive manufacturer, has rolled out exciting finance offers for its passenger vehicle customers in collaboration with India's leading NBFC Sundaram Finance.

### **Highlights of the Partnership**

As part of this partnership with Tata Motors, Sundaram Finance will provide six-year loans on the new Forever range of cars and UVs with 100% financing that will require for minimal down payment. The partnership has also on offer a special financing 'Kisan Car Scheme' with extended and convenient repayment options for the farmers. As part of this, the farmers can repay the loan in installments once every 6 months coinciding with their harvest.

**Commenting on the roll out of these finance schemes offers, Mr. Rajan Amba, Vice President, Sales, Marketing & Customer Care, Passenger Vehicles Business Unit, said,** *"We, at Tata Motors, have always been committed to supporting our customers at all times. The recent Covid-19 upsurge has impacted everyone and to help our passenger car family in these challenging moments, we are delighted to be partnering with Sundaram Finance to roll out special finance schemes. This is in alignment with our constant effort to fast track the availability of safe personal mobility solutions to individuals and families at pocket friendly rates. We hope that these offers will boost customer morale and make the process of purchasing a car more convenient."*

**Commenting on the partnership with Tata Motors, Mr. A. N. Raju, Deputy Managing Director, Sundaram Finance said,** *"Following the lockdown in several states since April, we are now seeing a recovery in the passenger vehicles segment as endorsed by the sales numbers in July. Also with social distancing, we are observing a rise in the demand for 'personal transport' over the last 12 months. Car buyers have been looking for an exciting roll out and the new Forever range fits the bill. Through a lower down payment model and a lower EMI, we are proactively reaching out to the small business owners and making car ownership more affordable thus paving for a safe travel."*

In addition to the above, Tata Motors also recently announced that it has put in place a comprehensive 'Business Agility Plan' to protect and serve the interests of its customers, dealers, and suppliers for the well-being of its business and supporting ecosystem.

To know more about offers and car buying options, call your nearest dealership or visit <https://cars.tatamotors.com/>. Customers can also enquire, request a test drive, make bookings, and select

their preferred financing option via 'Click to Drive', Tata Motors' end-to-end online platform, from the comfort and safety of their homes.

Stay Home, Stay Safe.

for immediate use

**PRESS RELEASE**

\*The scheme is not applicable on Nexon EV  
T&C apply

#### **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.

#### **ABOUT SUNDARAM FINANCE**

Started in 1954, Sundaram Finance Limited offers finance for new and used cars and commercial vehicles, tractors and farm equipment, and construction equipment along with working capital products such as diesel, tyre and insurance finance. The company is also into commercial lending for SMEs and NBFCs. Lease is another important financing option offered by the company. The Sundaram Finance group has today grown into one of the most trusted financial services groups in India with a diversified presence in Mutual Funds, Housing Finance, General Insurance, IT, Business Process Outsourcing and Retail Distribution of a wide array of financial services and products. With a network of more than 600 branches the company is constantly innovating in terms of technology and processes to deliver the unique **Sundaram Experience** to its customers.

**Media Contact Information:** Tata Motors Corporate Communications: +91 22-66657613 / [indiacorpcomm@tatamotors.com](mailto:indiacorpcomm@tatamotors.com)