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PRESS RELEASE



Tata Motors continues its association with Jamshedpur FC

Jamshedpur FC to promote Tiago after a remarkable third consecutive year of association with the automobile giant.

Jamshedpur, October 12 2022: Jamshedpur Football Club announces the continuation of its association with global automotive giant, Tata Motors, as the club's automobile partner for the upcoming Hero Indian Super League 2022-23. This season, the association will see the Jamshedpur-based Hero ISL side promote Tata Tiago, a Young, Fun, Vibrant & safe car with 4 Star Global NCAP Safety rating.

Tata Motors has a rich history of associations with various sports properties. The multinational conglomerate has actively engaged with the most significant and biggest sporting events in India including the recently concluded Indian Premier League. Tata Motors has been closely associated with Jamshedpur FC since the club's Hero ISL debut in the 2017-18 season and this marks the third consecutive year of this remarkable association for the development of Indian Football.

On continuing this association, Mr. Rajan Amba, VP, Sales, Marketing and Customer Experience, Tata Motors Passenger Vehicles Limited, said, *"Sport is a great medium in India to bring different demographics together and helps connect with our audience at an emotional level. We have been encouraging sports in India and we are delighted to continue our association with Jamshedpur Football Club for the third consecutive year. This platform helps us connect with young minds who are making India proud with their sport talent, just like Tata Motors. Our New Forever range of cars and SUVs stand for stunning design, safety features and superior performance, by pioneering technologies, indigenously for our customers in India. The Tiago is a popular, fun hatch and our research says it is favorite among customers below 30 years of age. We hope with this association we further enhance our brand connect and wish all the players a great season."*

Delighted at the continuation of this partnership, Mr. Mukul Choudhari, Chief Executive Officer, Jamshedpur FC's said, *"We have had a great partnership in the previous seasons, and we are glad to scale up efforts to make this association with Tata Motors bigger and better. To have a world-renowned brand like Tata Motors associating with us with the aim to develop football in India is a big motivator and we look forward to a long lasting connect with the company."*

The Jamshedpur FC match kit will bear the Tata Tiago logo on the sleeves and on the shorts. The brand-new model of the Tata Tiago will also be exhibited in the furnace during Jamshedpur FC's home matches at the JRD Tata Sports Complex. As a part of this association, the club also plans to engage with their fans through multiple interesting campaigns and contests across Jamshedpur FC's digital media platforms.

About Tata Tiago

Tiago was the first car launched under Tata Motors Impact Design philosophy in 2016. Its design and styling was instantaneously loved by the customers resulting in consistent increase in sales and market share over the years. It is

also the safest car in its segment with 4 Star Global NCAP rating. Over the years, brand has evolved consistently with introduction of new features, new powertrains and brand extensions.

With several segment first features up its sleeves, the Tata Tiago reinforces Tata Motors' New Forever philosophy of Stunning Design, Technology and Exciting Drive Experience. Tiago is available in both Manual and AMT transmission options. In Jan'22, Tata Motors revolutionized the CNG market with introduction of India's Most Advanced CNG Technology - iCNG in Tiago. Its Rugged & Adventurous avatar – Tiago NRG has also developed a niche for itself. Tiago NRG's SUV inspired design gives it a muscular look and its higher ground clearance along with retuned suspension give a tough road performance for the go getters. Recently, the company also launched the EV version of the Tiago which has received a fabulous response from the market. The Tata Tiago in all its avatars is available for deliveries across Tata Motors showrooms nationwide, at a starting price of ₹ 5.39 Lakhs.

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About Tata Motors

Part of the USD 128 billion Tata group, Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 37 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 the company exercises significant influence.

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About Jamshedpur Football Club

Jamshedpur Football Club was incorporated in 2017 and is a fully-owned subsidiary of Tata Steel Limited. The club plays in the Hero Indian Super League, the top tier of India's football ecosystem, with the vision of producing top professional players for the club and country and developing the community it works with. Over the years, Jamshedpur FC has had the highest average attendance in Hero ISL since its inception in 2017 (An average of 20,508 in 3 seasons). Jamshedpur FC created history when they lifted the league winner's shield last season in their record-breaking campaign under former Head Coach, Owen Coyle. The Men of Steel will be defending their title in the Hero ISL 2022-23 season and will aim to achieve greater heights with the momentum they've gathered.

Jamshedpur FC comes with robust youth development, grassroots and coach education programme, where it has achieved massive success and engagement. The club has set up 9 football schools in Jamshedpur with over 800 kids engaged and another 5000+ kids engaged via football festivals across the state of Jharkhand. The programme has also seen a collaborative effort with Tata Steel Foundation's 25 Football Training Centres in the Kolhan Region of Jharkhand where over 2500 kids are trained regularly. The club's commitment to developing football in the region also included developing and educating 200 football coaches in the region via various coach education programmes.

To know more about Jamshedpur FC, log on to <https://www.fcjamshedpur.com>