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PRESS RELEASE

Tata Motors launches its annual customer-engagement program, Grahak Samvaad, for its customers across India

The nationwide commercial vehicle customer-engagement program will focus on enhancing the overall customer experience

Key highlights:

- *Grahak Samvaad to be held from 20th to 28th October 2021, to educate the customers about the company's innovative service and product offerings*
- *October 23rd is designated as National Customer Care day to commemorate the delivery of the first Tata Motors truck in 1954*

Mumbai, 20th October 2021: Tata Motors, India's largest commercial vehicle manufacturer, will celebrate 'National Customer Care Day' on 23rd October to commemorate the day when the first truck was rolled out from Tata Motors Jamshedpur plant in 1954. The company will also launch its annual customer-engagement program, the Grahak Samvaad, from 20th to 28th October 2021. The program aims to educate the customers about the company's innovative service and product offerings. Executives from Tata Motors will interact with customers to collect feedback and understand their expectations, key pain points and suggestions to further streamline its aftersales service and improve its product offerings for a hassle-free driving experience.

Commenting on this unique program, **Mr. R Ramakrishnan, Global Head – Customer Care, Commercial Vehicle Business Unit, Tata Motors**, said, *"Grahak Samvaad acts as one of the major differentiators for customers opting for commercial vehicles from Tata Motors. The exemplary aftersales service ensures maximum uptime and lower total cost of operations (TCO) throughout the vehicle's entire life cycle. National Customer Care Day, every year presents us with a golden opportunity to converse with customers, gather precious feedback for our initiatives, that helps us further improve the quality of our aftersales service and customer relationship. We look forward to the suggestions, views and market information received via our partners and customers and implement those learnings in the development of our products and services."*

Tata Motors is leader in the commercial vehicle market and its range of vehicles are the top choice of the Indian logistics industry. Through Sampoorana Seva 2.0, Tata Motors further offers best-in-class commercial vehicle value-added service, thus offering the customers a complete peace of mind. Sampoorana Seva 2.0 package includes breakdown assistance, guaranteed turnaround time, Annual Maintenance Contracts (AMC), and easy availability of genuine spare parts, along with its other best-in-the-industry value-added services like Uptime Guarantee, Onsite Service and Fuel Efficiency Management Program. Tata Motors also offers a standard fitment of Fleet Edge – Tata Motors' next-gen digital solution for optimal fleet management, to further increase the uptime and reduce the total cost of ownership with its entire range of M&HCVs and select I&LCVs.

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 & South East Asia, Australia, South America, Russia and other CIS countries.

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