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PRESS RELEASE

Tata Motors sets new benchmarks in pickups with Yodha 2.0, Intra V20 bi-fuel and Intra V50

Delivers 750 new pickups to customers across the country

Hyderabad, 26th September 2022: Tata Motors, India's largest commercial vehicle manufacturer, today set new benchmarks in India's rapidly growing pickup segment with the launch of the Yodha 2.0, Intra V20 bi-fuel and Intra V50. These rugged and tough pickups come with bold new design and offer the highest load-carrying capacity, largest deck length, longest range and are equipped with several modern features essential for a safe and comfortable drive. Designed and engineered to cater to a wide variety of urban and rural applications, the new Yodha 2.0, Intra V20 bi-fuel and Intra V50 are ideal to service the diverse mobility needs of the fast-growing agriculture, poultry and dairy sectors as well as the expanding delivery requirements of FMCG, e-commerce and logistics sectors. Each of these pickups offer the lowest total cost of ownership in their category to enable our customers earn maximum profits. Tata Motors commemorated the launch of India's best pickups by delivering 750 of them to customers across the country.

Launching the new range of pickups, **Mr. Girish Wagh, Executive Director, Tata Motors**, said, *"Our small commercial vehicles are renowned for providing livelihoods to millions of customers and enabling their success. As their ambition for business growth and a better life turns bolder, they will discover an ideal match in our new range of pickups as these have been specially co-developed to address their evolving aspirations. Every aspect of these pickups has been meticulously engineered to efficiently service a wide variety of uses across urban, semi-urban and rural areas. They come with bold new design and offer the highest payload capacity to carry heavier cargo; largest deck length to carry voluminous loads; highest power to weight ratio, longest range to traverse maximum distance; and modern safety and comfort features for stress-free driving. With all-terrain access to reach the remotest locations and the backing of India's largest dealer and service network, the holistic value proposition offered by our comprehensive range of pickups is unbeatable. The introduction of these new-age pickups reiterates our commitment to always empower and equip the customers with best-in-class vehicles to deliver more progress and success."*

Yodha 2.0 offers highest 2000kg rated payload capacity with best-in-class off-road capability

With its rugged aggregates, the new Yodha 2.0 can tackle the toughest terrain with ease, ensuring seamless and faster cargo movement in remote parts of the country. The Yodha 2.0 also features an updated design with rugged looks, Tata signature 'Trust Bar' and a stylish grille amongst other functional upgrades.

The Yodha is also available in 1200, 1500 and 1700kg rated payload options, comes with 4x4 and 4x2 configurations, and is available in single cab and crew cab options empowering the customers to choose their perfect model and cab type for their use.

Key features – Tata Yodha 2.0

- ✓ Highest rated payload: 2000kg
- ✓ Powered by 2.2L diesel engine with 250Nm torque
- ✓ Highest grade-ability of 30%
- ✓ Updated rugged looks with metallic bumper and fender

Intra V50 smart pickup offers high 1500kg rated payload capacity and largest deck length

The new Intra V50 sets new paradigms in the segment with its high payload capacity, state-of-the-art cabin comfort, longest load deck and high ground clearance for worry-free all-terrain operations in urban and semi-urban areas.

Key features– Tata Intra V50

- ✓ Highest rated payload: 1500kg
- ✓ Powered by 1.5L diesel engine with 220Nm torque
- ✓ Longest load body of 2960mm

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PRESS RELEASE

Intra V20 is India's first bi-fuel pickup with 1000kg payload and longest range of 700km

Tata Motors showcased the Intra V20, the country's first bi-fuel (CNG + petrol) commercial vehicle with payload of 1000kg, that combines the robustness of the proven Intra V20 capabilities with the lower operational cost of CNG to deliver more value.

Key features– Tata Intra V20 bi-fuel

- ✓ Powered by 1.2L bi-fuel engine with **106Nm torque**
- ✓ Highest payload for bi-fuel CV: **1000kg**
- ✓ Maximum range of **700km**

The preferred pickup of over 1 lakh happy customers, the Intra is ideal for multiple applications. Built on Tata Motors' successful 'Premium Tough' design philosophy, the Intra range comes equipped with modern features like walkthrough cabin, dash-mounted gear lever and also includes V10 and V30 specs making it the smart pickup choice for varied uses.

In addition, customers benefit from the best-in-industry after-sales, easy availability of spares and value-added services offered under the **Sampoorna Seva 2.0** programme, which includes:

- ✓ **Tata Zippy:** Repair time assurance programme with problem resolution within 48 hours*
- ✓ **Tata Alert:** Road side assistance programme with assured problem resolution within 24 hours* for vehicles under warranty
- ✓ **Tata Guru:** 50,000+ trained technicians to provide roadside and workshop assistance for repairs and services across the country
- ✓ **Tata Bandhu:** A unique app that brings all stakeholders – mechanics, drivers and fleet owners on a single platform for easy connect with Tata Gurus when needed

A 360-degree, national multimedia marketing campaign has been launched to engage audiences through emotive storytelling that brings to life the multiple facets and features of the newly introduced pickups. These campaigns effectively highlight key attributes of the various pickups along with the engineering prowess, service ecosystem and ease of access that Tata Motors brings to its customers.

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, fuelled 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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* Terms and conditions apply

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