

## **Tata Motors celebrates 1,00,000-rollout milestone for ALTROZ - #TheGoldStandard of Premium Hatchbacks**

**Mumbai, September 28, 2021:** Adding another feather to its cap, Tata Motors, India's leading automotive brand, today rolled out its 1,00,000<sup>th</sup> unit of India's safest hatchback, the Altroz, from its manufacturing facility in Pune. Despite all the challenges and restrictions due to Covid-19, India's only hatchback with a 5-star Global NCAP Safety rating - the Altroz, has crossed this remarkable milestone within only 20 months of its launch.

Being the first vehicle to make use of the ALFA (Agile Light Flexible Advanced) architecture, the Altroz, has stormed to the top 2 position in the premium hatchback category in FY22, with a market share of more than 20%. Moreover, the car clocked in its maximum sales of 7550 units in March 2021, with an average monthly sale of around 6000 units in FY22. With its futuristic laser cut design, highest safety standards, absolute comfort and thrilling performance the Altroz has stood out from the other cars in the segment.

**Speaking on this impressive achievement, Mr. Rajan Amba, Vice-President, Sales, Marketing & Customer Care, PVB, Tata Motors said,** *"We are pleased to share that we have crossed a major milestone during these challenging times and are grateful for the constant support and loyalty of our customers and partners. The Altroz occupies a pride of place in our New Forever range offering a wide variety of options in the premium hatchback segment. With multiple achievements in its kitty, the Altroz reflects true international standards of safety, design, performance and overall experience. The feat of 1,00,000th rollout today, is yet another testament to success of the Altroz in a challenging segment like premium hatchback. From becoming the official partner in IPL 2020, to being the lead car for some of India's most prestigious marathon events, to becoming the fitting choice of reward to our Olympians this year, the Altroz has won everyone's hearts. With increasing recognition from Indian consumers and earning incremental market share, we are confident that Altroz is poised for even more success in the future."*

The Altroz comes in six variants with 1.2L Revotron Petrol, 1.2L i-Turbo Petrol and 1.5L diesel engines. It is also available in the Dark Range and offers a host of premium features across all variants such as iRA connected car technology, touchscreen infotainment, Leatherette seats, 7" TFT digital cluster, R16 diamond cut alloy wheels, Cruise Control, Rear AC vents and many more.

To know more about offers and car buying options, call your nearest dealership or visit <https://cars.tatamotors.com/cars/altroz>

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### **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

for immediate use

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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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