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PRESS RELEASE

Tata Motors launches the all-new NRG in Nepal

The new NRG is now available across the Sipradi dealer network in Nepal at 33.75 Lakhs NPR

Kathmandu, 28th September 2021: In partnership with Sipradi Trading Pvt. Ltd., Tata Motors, India's leading automotive brand launched yet another exciting product under its 'New Forever' range - the all-new NRG at a starting price of NPR 33.75 Lakhs. A testament of class and style, it is designed specifically for young and dynamic customers seeking a sporty SUV-like performance from their hatchback.

Positioned as the 'Urban Toughroader', the NRG is not only enhanced with an aggressive front visage and muscular body but also gives a tough road performance with a higher ground clearance. With a GNCAP 4-star adult safety rating, this vehicle will be launched in 4 attractive colors – Forest Green, Fire Red, Snow White, and Cloudy Grey. The vehicles are now on display and have been made available for test drive across the dealer network of Sipradi Trading Pvt. Ltd.

Speaking on the launch of the all-new NRG in Nepal, Mr. Mayank Baldi - Head PVIB, Tata Motors, said, "We're elated to launch the Tata NRG, a rugged version of our much-loved hatchback, in Nepal. With an expressive and bold design - true to its character, the NRG is the ultimate toughroader, crafted for those who want to create a different impression every day every moment. A bold new addition to the New Forever range, the NRG fits well with the increasing trend of bringing more SUV-like characteristics in hatch segment. The all-new NRG is perfectly positioned to give a sporty, adventurous and delightful ride to our customers in Nepal, and we are hopeful for yet another successful reception to this new addition to our product family."

Commenting on this momentous occasion, Mr. Rajan Babu Shrestha, Chief Executive Officer, Sipradi Trading Pvt. Ltd., said, "The Tata NRG is a unique and exciting proposition for the Nepalese market, and marks yet another milestone in our thriving partnership with Tata Motors. We are excited to be a part of this journey and we are looking forward to bringing more differentiated products to our customers in Nepal."

The NRG comes packed with a range of premium features like a push start button, rear parking camera and auto fold ORVM to enhance its overall appeal. An amalgamation of the tough armored exterior and sporty charcoal black interiors, it ensures robust safety and great convenience with enhanced abilities to take over rough terrains. With its 1.2L revotron engine, and manual and AMT transmissions, the NRG is engineered to deliver optimum power and torque for better driving experience. Indeed, a toughroader, for the tough ones.

For more details, please refer to adjoining specification sheet or visit our website at <https://cars.tatamotors.com/cars/tiago>.

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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.

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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About Sipradi Trading Pvt. Ltd.

Sipradi Trading Private Limited is a major player in automotive and allied business and is one of the largest and most driving brands in Nepal. 39 years down the line, Sipradi has exceeded USD 350 million annual revenue and continue to grow rapidly in automotive, lubricant, financial service and equipment business sectors. The entire workforce has been working together to accomplish a shared objective – To deliver quality products and services while adding synergy to the growth of overall brand value.

Sipradi Trading Private Limited (STPL) has been the sole distributor of Tata Motors Ltd. India vehicles, for Nepal since 1982 and is certified with ISO 9001:2015 as well as ISO 45001:2018. The company provides sales, services and spare parts, facility for the full range of Tata Motors' passenger as well as commercial vehicles. The company has immense networks throughout Nepal with 24 sales network offices and 24 service centres dedicated to Passenger vehicles.