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PRESS RELEASE

Tata Motors announces a 'National Exchange Carnival' for its customers

Key Highlights:

- **12-day exchange and upgrade campaign will offer attractive benefits on all Tata Cars and UVs to customers across the country**
- **Exchange benefits up to INR 60,000 on select models**
- **The Carnival will begin today and continue till 15th February 2023, across 250 Cities**

Mumbai, February 04, 2023: Tata Motors, India's leading vehicle manufacturer, today announced the commencement of its National Exchange Carnival across the country. During this mega carnival, customers can avail attractive benefits on all Tata Cars and UVs, by visiting any Tata Motors dealership. With exchange benefits up to INR 60,000 on select models, this mega carnival will be held till 15th February 2023, at Tata Motors authorized dealerships across 250 cities as a part of this customer centric initiative.

Commenting on the announcement, Mr. Rajan Amba, Vice President, Sales, Marketing and Customer Care, Tata Motors Passenger Vehicles Ltd. said, *"At Tata Motors, we continuously strive to understand the customer needs and offer them a delightful experience. Aligned to this plan, we are announcing the commencement of a 12 day long National Exchange Carnival for customers, by offering them a hassle-free evaluation of their existing cars through our wide network of preowned car business, Tata Motors Assured. I am confident that the National Exchange Carnival will help our consumers in easily upgrading to their favourite Tata car, in turn experiencing the best combination of design, drive and safety that we have on offer."*

Tata Motors' Assured is the company's in house pre-owned car programme that has been providing customers with a one-stop solution to exchange their existing cars for new Tata cars. Since its inception in 2009, this pre-owned car programme has been excelling in providing all prospective buyers attractive benefits.

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 liaoning 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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