

Tata Motors kick-starts the year 2020 with an all-new product portfolio

- All set to transition into BSVI from January onwards
- To showcase an extensive range of future commercial and passenger vehicles at the Auto Expo 2020

Mumbai, January 9, 2019: Tata Motors, one of India's leading automobile manufacturer, is all set to roll out a product offensive in 2020. The company today announced that it will commence the introduction of its all-new BSVI range of products with passenger vehicles, starting from January 2020. This will be demonstrated by a grand showcase with 4 global unveils, 14 commercial and 12 passenger vehicle displays at the upcoming Auto Expo 2020, at Greater Noida.

Tata Motors has entered its 75th year in 2020 with a rich legacy in contributing to the nation. It is building a sustainable future by providing aspirational, innovative mobility solutions for a Connected India. This intent will be represented as the theme at the Tata Motors' pavilion.

Speaking at the occasion, Mr. Guenter Butschek, CEO and MD, Tata Motors said, *"We are delighted to announce the theme for our pavilion at the Auto Expo 2020 - Connected India: Responsible and Sustainable Mobility Solutions. This theme will bring alive our future focus on CESS, which is - Connected, Electric, Shared and Safe. The future of efficient, green, sustainable mobility solutions needs to translate into reality. As a responsible corporate, we are doing every bit to contribute to this agenda and are gearing up to bring a new generation of products faster to market. We are excited to unveil our extensive range of future portfolio at the Auto Expo 2020 which are not only BSVI ready, but are designed and developed to truly enhance the value proposition for our aspiring customers."*

Tata Motors is building a common Connected Vehicle Architecture, which will serve the entire portfolio across Commercial, Passenger and Electric Vehicles, to enable the extended digital eco-system of its customers. The Electric vehicles will support the government's e-vision of promoting a clean and green India. To leverage the Shared mobility ecosystem, Tata Motors will be providing innovative solutions in people and goods transport. In support of the Indian growth story, it will provide the safest range of vehicles to set new industry benchmarks.

In addition to product showcases, the Tata Motors pavilion at Auto Expo 2020 has been conceptualised and designed to provide visitors with an interactive experience. With the help of an engaging digital interface, customers visiting the hall will indulge in games and stand a chance to win an exciting experience like never before. As part of its sustainability mission, the company has also taken steps like going paperless and increased the green cover at the pavilion. Keeping the growing start-up culture in mind, Tata Motors will use this platform to also crowd source and engage with the start-up communities.

Ready for the new portfolio transition

BSVI transition has been the single largest focus area for Tata Motors. It established a state-of-the-art 'Advance Power Systems Engineering Tech Center' at its Engineering Research Center (ERC) Pune, which has played a key role in engineering, testing and developing cutting-edge powertrain solutions for its product portfolio, including comprehensive electrification.

Rather than limiting the scope to only emission migration, the company has streamlined its portfolio with enhanced features, offering superior performance and added value enhancers for the benefit of the customers.

The deployment of modular product architecture across its vehicle platforms has ensured a higher commonisation of parts, quicker time to market and lower costs for its vast range of offerings. The company is ready with its entire range of drivetrain combinations, including gasoline, diesel & CNG engines with manual, automatic and automated-manual transmissions for BSVI emission norms.

Mr. Rajendra Petkar, President & CTO, Tata Motors said, *“The Tata Motors team has tirelessly worked towards a seamless transition to the BSVI regime. With the customer at the centre of our plans, we have designed & engineered our products keeping in mind the duty cycles and growing aspirations. From January 2020 onwards we will be introducing over 100 lead models with over 1000 variants. These will cover options of powertrain combinations, body styles, chassis configurations plus technologies imbining connected, electric, shared and safety. Significant front loading of activities, use of digital product development tools and early involvement of globally reputed technology & supplier partners has helped us to accelerate the portfolio migration.”*

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About Tata Motors

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 44 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 110 billion Tata group, Tata Motors is India’s largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 134 subsidiaries, associate companies and joint ventures, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India’s market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With ‘Connecting Aspirations’ at the core of its brand promise, 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. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centres located in India, UK, US, Italy and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

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