

## **Tata Motors to commence the 4<sup>th</sup> edition of its Global Service Camp** **-To service over 65,000 vehicles across 800 touchpoints in over 40 countries-**

**Mumbai, November 19, 2019:** In an endeavour to continuously provide best customer experience for its commercial vehicles range, Tata Motors today announced the commencement of the fourth edition of its **Global Service Camp**, from November 20 to December 17. Witnessing a rise in serviced vehicles by over 50% in the third edition of the camp as compared to the second one, this year, the company aims to service over 65,000 commercial vehicles across 800 touch points in over 40 countries.



**According to Mr. Rudrarup Maitra, Head, International Business, Commercial Vehicles, Tata Motors -** “Started in 2016, the Global Service Camp (GSC) has been our annual global customer engagement celebration event. Over the last 3 editions it has evolved into an engaging experience while setting new benchmarks of customer outreach. The GSC 2018 saw over 50,000 vehicles participating at our various workshops across global markets. With every new edition we strive to offer world class service to our customers and capture their feedback towards their ownership experience and suggestions on improving our products and services. We are very excited to announce the launch of ‘Tata Motors Protect’, a bouquet of services to further enrich the experience of our customers during the GSC 2019. These services are customized offerings which will help us in supporting our customers derive enhanced value from their products in their respective business endeavors.”

During this three-day long service camp, commercial vehicle customers of Tata Motors will be able to avail free comprehensive vehicle health check-ups, free labour and special schemes on lubes along with various value-added services. The company will also offer attractive discounts on Tata Genuine Parts and offer incentives to owners who report with their vehicle to the service camp.

Through the camp, customers will be offered special pricing on Tata Motors’ entire range of commercial vehicles and will be able to experience some of Tata Motors’ new products and services. The service camp will also act as a platform for various training initiatives for drivers/ operators, introducing and briefing them on new commercial vehicle technologies, safety practices and vehicle productivity.

With the most extensive range of commercial vehicles arising from day-to-day needs and vast global experience, the company brings a deep understanding of customer expectations from diverse markets and is well positioned to cater to the ever changing automotive norms and commercial vehicle trends across the globe. The company continues to invest in its products and sales & service network with an aggressive customer centric approach of anticipating customer requirements.

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### **About Tata Motors Protect**

Tata Motors Protect encompasses a bouquet of after sales services such as wide service network, onsite support, training initiatives for customers' drivers and technicians, best-in-class warranty, customized service and maintenance plans, Tata Genuine Parts to name a few. With this, Tata Motors continues to deliver customer delight throughout the customers' journey by providing prompt after sales support, thereby enabling our customers by increasing the productivity of the vehicles, ensuring maximum uptime and enhancing the profitability of customers.

### **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 centers 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.

To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com)); also follow us on Twitter: <https://twitter.com/TataMotors>)

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