

Tata Motors unveils new generation passenger vehicle range at the NADA Auto Show '16

Kathmandu, Aug 30, 2016: Tata Motors today showcased its new generation passenger vehicles at the 12th NADA Auto Show in Kathmandu, Nepal. The product line-up featured the exciting, dynamic hatchback - TIAGO, the award winning compact sedan - Zest, Nepal's first multi drive Hatch – Bolt and the rugged SUV – Storme.

Taking customer experience to the next level this Auto Show, Tata Motors has an innovative, experiential and interactive platform for personalized customer engagement that allows visitors to explore and connect with the brand on a personal level before making an informed buying decision.

Mr. Johnny Oommen, Head - Passenger Vehicles International Business, Tata Motors, said, *"NADA is a splendid platform for manufactures to showcase their existing models with upcoming attractions, giving customers a platform to see innovative technologies. Besides our new generation vehicles, we have demonstrated future technology like the dynamic, TIAGO. It showcases the new IMPACT design philosophy with new design credos. We are all set to provide the best vehicle experience to our customers with this new offering."*

Mr. Mr. Rajan Babu Shreshta, CEO, Siprati Trading Pvt Ltd said on the occasion, "We are happy to introduce the new Tiago at the most-awaited Auto Show of Nepal – NADA Auto Show. We are confident that our customers will be excited by the dynamic product line-up presented here."

Key showcases at the NADA Auto Show 2016:

TIAGO: TIAGO is the first car to flaunt the new IMPACT design philosophy which emphasizes on immediate IMPACT at the first sight and a lasting IMPACT overtime. With inputs from the Pune, UK and Italy design studios, the Company is all set to offer iconic products with its new design language. TIAGO reaffirms this and reinforces the company's future design direction.

TIAGO comes with new design language that distills the fine points of auto design with styling and lines that accentuate modern India and its global citizens. Global design inputs from Pune, UK and Italy studios have contributed to the car's Designnext credos - Humanity Line, Slingshot line and Diamond DLO, giving it a bold and sculpted look.

The Revotron 1.2L delivers a power of 85 PS and a torque of 114 Nm @ 3500 rpm. It is an all-aluminum engine, making it light, fuel efficient yet powerful. It is a contemporary three cylinder naturally aspirated engine and comes packed with many new technologies like Variable Cam Timing (VCTi) - which provides ideal cam events at various engine speeds, delivering optimum performance. This also allows 'internal' exhaust gas re-circulation to improve the fuel efficiency. The Revotron engine is designed for low-friction performance and comes equipped with a low-weight crankcase set-up and a

Tata Motors Limited

Bombay House 24 Homi Mody Street Fort Mumbai 400 001
Tel 91 22 6665 8282 Fax 91 22 6665 7799 www.tatamotors.com

variable oil pump, it delivers higher fuel efficiency. It has hydraulic lash adjusters, durable chain-drive and an auto-tensioner at the Front-end Accessory Drive (FEAD) for low cost operation and maintenance.

New Storme: The new Storme is loaded with new performance and connectivity features – of DriveNext & ConnectNext, based on the company's customer focused HorizonNext strategy. Taking performance of the new Storme to the next level, DriveNext has enabled better delivery of power and comfort, for an unparalleled drive and ride experience on all terrains, owing to the Tata Motors' advanced 2.2 L VARICOR engine. With improved power @ 150 PS and Torque of 320 NM mated with a 5-speed gearbox, the new Storme will now boast a better and smoother drive, be it on cramped city roads, patchy surfaces or on highways.

Completing the driving experience of the new Storme is a fully Integrated ConnectNext, Infotainment System powered by Harman™. The infotainment system is unique to the segment, featuring an LCD screen, with Bluetooth connectivity, iPod-in, USB-in and AUX-in, along with a CD and AM-FM player, offering an acoustic experience that's best-in-class, with six speakers, with other features like steering mounted controls, for customers to stay connected at all times.

The new Storme is a refined vehicle, delivering a performance of 0 - 100 km/hr in 14 seconds, provide easy drivability, swifter response and lower NVH (Noise, Vibration and Harshness). The 4x4 variant also features ESOF (electronic shift-on-fly) technology, enabling engagement of the 4x4 or 4X2 mode on the move, with high fuel efficiency at 14.1 kmpl. The Storme's rigid ladder frame chassis constructed with advanced hydro-formed members for high structural strength, adds robustness, enabling best load carrying capabilities, enhancing rigidity, while simultaneously reducing weight.

The vehicle is being offered with a 2year/75000Km warranty whichever is earlier.

Bolt: The word BOLT signifies speed, representing an attitude of winning and staying ahead. This attitude is embodied in the all-new BOLT in all aspects of design, drive and seamless connectivity. It clearly exemplifies the HorizonNext themes of Intense Product Focus, World-class Manufacturing Quality, Enriched Purchase Experience and Consistent Quality of Service for its passenger vehicle business. Available in a five exciting colors - Venetian Red, Pristine White, Platinum Silver, Sky Grey, Dune Beige - the Bolt is offered in three trims -- XE, XM and XT.

Zest: Zest from Tata Motors, clearly showcases the three key vectors of DesignNext, DriveNext and ConnectNext to deliver best-in-class performance with unparalleled driving pleasure in a spacious, dynamic, comfortable and stylish sedan. As the name suggests, the all-new Zest exudes excitement and energy and is designed to give the driver total control of the vehicle. Like Bolt, Zest is also available in multidrive mode ECO, CITY and SPORT.

for immediate use**PRESS RELEASE**

The Zest is available in three trims in Petrol - XE, XM and XT and five trims in Diesel - XE, XM, XMA (AMT), XT and XTA (AMT). It is available in 6 exciting colors - Buzz Blue, Venetian Red, Sky Grey, Dune Beige, Platinum Silver and Pristine White.

Understanding the dynamic consumer's increasing need, Tata Motors offers its customers the ConnectNext experience. The Company has worked closely with HARMANTM to design and engineer an acoustic audio and infotainment system, with best-in-class features like 5" ConnectNext Touchscreen Infotainment System, Advance voice command recognition, SMS notification and read outs, Fully Automatic Temperature Controls on the touchscreen, which will allow the user to stay connected.

-Ends-

About Tata Motors

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,75,561 crores (USD 41.6 billion) in 2015-16. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 9 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

For further information, please contact:

Ms. Ashmita Pillay
Senior Manager - Corporate
Communications Tata Motors Ltd.
Email: ashmita.pillay@tatamotors.com
Phone: 09029037016

Tata Motors Limited

Bombay House 24 Homi Mody Street Fort Mumbai 400 001
Tel 91 22 6665 8282 Fax 91 22 6665 7799 www.tatamotors.com