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Tata Motors launches 'Truck Utsav' – a unique customer engagement programme to showcase its advanced mobility solutions

Unveils the all-new Tata LPT 1916; designed for highest profitability of fleet owners

Mumbai, 13 September 2023: Tata Motors, India's largest commercial vehicle manufacturer, announced the launch of 'Truck Utsav' – a unique customer engagement initiative. Truck Utsav is aimed at raising awareness of its latest vehicles and mobility solutions, showcasing innovative and technologically-advanced trucks with unique value-added services. Tata Motors also unveils the all-new LPT 1916 – a class-leading addition, engineered to set new benchmarks in customer profitability. Through Truck Utsav, customers will benefit through Tata Motors advanced mobility solutions, tailored to their specific needs, and also offer an opportunity to engage with financing partners for easy and convenient vehicle financing. Truck Utsav will be held in Delhi, Faridabad, Gurugram, Bengaluru, Jaipur and Chennai, among others.

Unveiled at the Truck Utsav, the Tata LPT 1916 offers the highest payload in its segment, allowing higher income and profitability to the fleet owners. It is powered by the proved and fuel-efficient 3.3-litre diesel engine and comes with the walkthrough LPT cabin designed for driver comfort, in day and sleeper configurations. The LPT 1916 has been engineered to ensure highest profitability and reliability, and is equipped with latest features like cruise control, Gear Shift Advisor, dual-mode fuel economy switch, low-rolling-resistance tyres and engine brake.

Commenting on the occasion, **Mr. Rajesh Kaul, Business Head – Trucks, Tata Motors** said, *"At Tata Motors, our dedication to providing customer-centric mobility solutions drives everything we do. Truck Utsav, our latest programme, is an event that epitomises our commitment to engaging with our valued customers and partners. The highlight of the show is the all-new Tata LPT 1916, which will set the highest standards in the segment for customer profitability, equipped with fuel-efficient powertrain and best-in-class features. Truck Utsav provides the perfect platform to engage with our customers, fostering invaluable insights and partnerships. We look forward to welcoming our customers for engaging conversations at this distinct event."*

Tata Motors range of trucks have been helping build the nation for over seven decades. The company has gone beyond the BS6 Phase 2 mandatory norms to upgrade the vehicles 'bumper to bumper' with more features, efficient powertrains and richer value-adds. Beyond buying the best-in-class vehicle, fleet owners enjoy better fuel efficiency, lower operating costs, high vehicle uptime, real-time vehicle tracking and analytics for running the fleet efficiently.

The company has also introduced several industry firsts – world-class cabins, vehicles with highest load carrying capacity in their segment, optimal body styles, longer decks, latest features, and multiple powertrains to offer the widest choice to the customers. The vehicles come with best-in-class fuel economy, performance and drivability, enhanced driver comfort, enhanced service intervals and fluid replacement frequency. With 4G-enabled connectivity and firmware over-the-air (FOTA) capability, the company has taken connectivity to the next level. All of this is supported by India's largest and most reliable sales and service network; manned by trained specialists and backed by easy availability of Tata Genuine Parts.

About Tata Motors

Part of the USD 128 billion Tata group, Tata Motors Limited (BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 42 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks, and buses, offering an 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 ranks among the top three in the passenger vehicles market.

Tata Motors strives to bring new products that captivate the imagination of GenNext customers, fueled by state-of-the-art design and R&D centres located in India, the UK, the US, Italy, and South Korea. By focusing on engineering and tech-enabled automotive solutions catering to the future of mobility, the company's innovation efforts are focused on developing pioneering technologies that are both sustainable and suited to the evolving market and customer aspirations. The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by developing a tailored product strategy, leveraging the synergy between Group companies and playing an active role in liaising with the Government of India in developing the policy framework.

With operations in India, the UK, South Korea, Thailand, South Africa and Indonesia, Tata Motors markets its vehicles in Africa, the Middle East, Latin America, Southeast Asia, and the SAARC countries. As of March 31, 2023, Tata Motors' operations include 88 consolidated subsidiaries, two joint operations, three joint ventures, and numerous equity-accounted associates, including their subsidiaries, over which the company exercises significant influence.

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