

for immediate use

PRESS RELEASE

Tata Motors in association with Orange Group, launches its 3rd Showroom in Hyderabad

Steps towards expanding footprint in the city of Nawabs

Hyderabad, December 10, 2021: Tata Motors, in partnership with Orange Auto Pvt. Ltd., has inaugurated a new state-of-the-art dealership at Attapur, Pillar No. 92 – in the city. With this new facility, the company aims to extend its presence and build a strong foothold in the city.

The new dealership facility in Attapur, Hyderabad will provide access to world-class Tata Motors Passenger & Electric Vehicles to customers in the region. The showroom has been designed and built as per the Company's Dealership Standards and is strategically located to provide a convenient access to the visitors and customers. The dealership employees have been trained under the supervision of Tata Motors experts and will provide a quality customer experience to the visitors.

Speaking on the occasion, Mr. Ramesh Dorairajan, Head - Network Management & Head – Electric Vehicles (Sales, Marketing and Customer Service), Tata Motors, said, *"We are extremely happy to partner with Orange Group as our authorised dealer. This is the third showroom from Orange Tata in Hyderabad, which adds to our customer centric approach and our constant efforts to get closer to them. We have been witnessing a month-on-month growth and we are confident that this dealership will set new benchmark in sales, service and customer satisfaction in the region. Hyderabad is a key market for us, and the State is also a key part of our growth strategy."*

Mr. Yalamanchili Ramu, Managing Director – Orange Group, said, *"We are very proud to represent Tata Motors in Telangana. We have a long association with the company with two dealership sales showrooms at Erragadda, Karkhana, and Attapur has been inaugurated today with spread area of sq. ft 7000 at Hyderabad, and services centre at Hafeezpet. Tata Motors brand has received a very positive response in this region since the start of operations. With our new dealership, we intend to meet the growing demand for Tata passenger vehicles by adhering to the company's high standards of sales and service."*

Ends

About Tata Motors

Part of the USD 109 billion Tata group, Tata Motors Limited (NYSE: TTM; BSE: 500570 and 570001; NSE: TATAMOTORS and TATAMTRDVR), a USD 34 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 liaising with the Government in developing the policy framework.

With operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia, supported by a strong global network of 103 subsidiaries, 9 associate companies, 4 joint ventures and 2 joint operations as on March 31, 2021, Tata Motors' commercial and passenger vehicles are marketed in countries, spread across Africa, Middle East, South & South East Asia, Australia, South America, Russia and other CIS countries.

Media Contact Information: Tata Motors Corporate Communications: +91 22-66657613 / indiacorpcomm@tatamotors.com

About Orange Group- Orange Auto Pvt. Ltd., Since its inception in 2004 as proud dealer of General Motors has grown with the same determination and grew in leaps and bounds with dealerships of Honda, TATA, Kawasaki and Jeep. Orange Auto works with customers at the core and service as its motto.