

National Geographic's new documentary 'Evolve to Electric with Tata Motors', brings forth Tata Motors' efforts to revolutionize the EV Industry

Premiering on September 18th, the documentary will give viewers an overview of the production of Tata Nexon EV and the company's plan to drive a positive change

September 16th, 2021, New Delhi and Mumbai: Energy powers the world. But the emissions generated from fossil fuels have deepened the claws of the carbon footprint on our planet. Highlighting the importance of ground-breaking innovation to build a clean-green India, National Geographic in India is all set to bring forth Tata Motors' mission to mainstream EV technology in India, and its efforts to make the country evolve to electric. Titled '**Evolve to Electric with Tata Motors**', the exclusive documentary scheduled to premiere on September 18th, 2021 at 7.00 pm on National Geographic will establish the dire need and evolution of EVs and delve deeper into the genesis of Tata Nexon EV.

The 44-min documentary will highlight Tata Motors' plan introduce an EV version of its Nexon in 2018 and have it hit the roads in just 12-16 months. Unveiling the mechanism behind the operations, the film will also take the viewers behind-the-scenes at Tata Motor's sprawling state-of-the-art factory in India, showcasing the making of Nexon EV, focusing on the car performance in different weather conditions, battery technology, and setting up the charging infrastructure. While the film articulates the mission of Tata Motors to mainstream the EV revolution in India, the film will also shed some light on the company's plans to build the infrastructure support towards the growth of this entire ecosystem of electric mobility.

"National Geographic believes in inspiring people through ground-breaking stories and experiences that help them see, engage and care about the world through an optimistic, energetic and hopeful voice. With this film, our endeavour was to bring forth the engaging narrative of Tata Motors; highlighting their innovative approach to adapt to the discerning Indian consumer and their vision of creating a sustainable future in the auto-mobile industry," said National Geographic India Spokesperson.

Ahead of the airing, Mr. Vivek Srivatsa, Head-Marketing, Passenger and Electric Vehicles Business Unit, Tata Motors said, "We are glad to have partnered with National Geographic, one of the best in the business when it comes to science, environment and exploration, to bring out the story of Nexon EV and what goes behind creating an entire EV universe. With #EvolveToElectric as our philosophy, we wanted a platform that could help us bring out the message of moving to a more environmentally friendly and future facing mobility solution, in a credible and authentic manner. This documentary is our ode to all who have supported us in this journey and we expect it to be a seminal point in accelerating India towards greater EV adoption. We hope that the show would be liked by the viewers and would encourage them to contribute in their own ways to the fast-spreading EV revolution in India."

Catch the promo [here](#)

'Evolve to Electric with Tata Motors', will premiere on September 18th, 2021, at 7.00 pm on National Geographic Channel India

About National Geographic Partners

National Geographic Partners LLC (NGP), a joint venture between The Walt Disney Company and the National Geographic Society, is committed to bringing the world premium science, adventure, and exploration content across an unrivalled portfolio of media assets. NGP returns 27% of the proceeds to the non-profit National Geographic Society to fund work in the areas of science, exploration, conservation, and education. In India, National Geographic Channel and Nat Geo Wild are available across five languages and have a wide-ranging mix of international shows which are made local relevant and shows that are developed and created locally

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