

Tata Motors CSR Arm Empowers Women Entrepreneurs

Tata Motors, as a socially responsible corporate, has consistently strived to bring positive change to the community. Over the past year, it has touched 7.5 lakh lives through a plethora of its CSR initiatives. Skill development has been an area that has gained sustained focus under its *Kaushalya* pillar.

One of the inspiring stories to have emerged out of the company's endeavours is that of Rajnandini's, a 28-year-old handicraft artist hailing from the Northern belt of the country. A Tata Motors program in partnership with the Institute of Social Development (ISD) helped Rajnandini pursue an Agriculture and Entrepreneurship Training programme which paved the way for her to start a self-help group for making bamboo handicrafts in her village. Tata Motors further assisted her in expanding her business, providing transportation, and helping build a market to sell produce. These initiatives cumulatively helped Rajnandini effectuate an entrepreneurial journey, in a remote town of the country, whose yearly income now touches Rs. 3 lakhs.

Expressing gratitude for the help she received, Rajnandini urges other women to also walk the path of self-reliance. *"We must all make our own income", she says, "Do something that is truly ours."*

Commenting on her inspiring journey, **Mr. Vinod Kulkarni, CSR Head, Tata Motors**, said, *"At the core of Tata Motors' endeavours towards social welfare and upliftment is the value of self-reliance. Through our partnership with ISD, we have sought to bring the handcrafted, invaluable work of women like Rajnandini to the fore. We hope to continue our efforts to ink many such success stories in the future across the country."*

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.

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