

Press Release

## Tata Passenger Electric Mobility Unveils Two New EV Exclusive Retail Stores in Kochi

*~Unveils TATA.ev stores in Edappally and Kalamassery with doors open for public starting today*

**Kochi, 30<sup>th</sup> August 2024:** Tata Passenger Electric Mobility (TPEM), the pioneer of India's EV revolution and a subsidiary of Tata Motors, today unveiled two EV-exclusive retail stores under the TATA.ev brand identity in Kochi, Kerala. These premium retail stores are centrally located in Edappally and Kalamassery, and will bring about a unique and upmarket purchase and ownership experience beyond traditional car sales to the discerning EV community.

As electric vehicle adoption grows in the country, consumer buying behavior is also undergoing maturity and evolution. An EV customer now expects the brand to offer a unique experience through the purchase journey, from the product to its ownership cycle. This ask from the consumer is addressed by a new consumer-facing brand identity that strengthens the commitment to a future of mobility powered by the values of community, technology, and sustainability. As the physical representation of these values, the TATA.ev stores recognize the very different expectations of EV buyers. The in-store experience has been designed to offer information, advice, and guidance in a friendly environment. From new retail roles to passionate individuals immersed in the essence of the brand, TATA.ev's home of electric has been designed to be warm, welcoming, friendly, and fun.

According to **Mr. Shailesh Chandra, Managing Director, Tata Passenger Electric Mobility and Tata Motors Passenger Vehicles**, said, *"As the leading market for electric mobility in the country with 5.6% EV penetration, the people of Kerala have led the way in adopting future facing technologies, making it a clear choice for us to inaugurate our next set of premium Tata.ev stores in the state. We have seen how the discerning EV consumer has matured and demands a premium ownership experience. To cater to this archetype, Tata Motors is committed to continue democratizing EVs for the mass market coupled with offering a sophisticated and digitized ownership experience. Furthermore, we will soon open a set of 5 exclusive EV service centres across key cities in Kerala. For us, creating an upscale purchase and ownership experience through Tata.ev stores and service centres is an important cog in India's electric revolution. These are critical milestones as we move firmly towards the inflection point for EV adoption in the country."*

### About TATA.ev Edappally

The TATA.ev Edappally store stands out from other retail stores around it with its unique design and footprint. It is the brand's biggest EV store across the country with an area of over 8,800 sq. ft., allowing it to comfortably display more than 10 vehicles and have ample parking space for customers and visitors. The store has a dedicated 60 kW DC fast charger and available on display and for purchase is the all-new accessories range – TATA.ev Originals.

The TATA.ev Edappally store will be complimented in the next few months by a dedicated EV service facility which will focus on elevating the after sales experience of Tata EV owners. Featuring 17 bays, 12 of which will be mechanical, while 5 will be for the body shop, this workshop will have the capacity to handle more than 800 vehicles per month with highly trained and skilled workforce to attend to customers.

### About TATA.ev Kalamassery

The TATA.ev Kalamassery store offers visitors great visibility and an uninterrupted space for customers to look at Tata EVs portfolio. The retail store's size of more 6,100 sq. ft. can easily showcase 6 vehicles with sufficient parking space for visitors. A 60 kW DC fast charger is available round-the-clock for visitors to charge their EVs while spending time in the store. Also available for sale will be the TATA.ev Originals accessory range for discerning customers.

A dedicated EV service facility will be coming up shortly with this store with 11 mechanical bays. With a crew of highly qualified technicians, this workshop will be able to serve over 700 EVs a month, enhancing the customer experience and the service quality.

In line with the brand pillars of TATA.ev, the Kochi retail stores follow similar guiding principles as the earlier launched manifestations of the brand identity. Inside, TATA.ev Edappally and TATA.ev Kalamassery will have a dedicated space for hosting EV community events like workshops and meet-ups with EVOLVE members. Through the configurator screen customers can see the price of their favorite Tata EV as well as features and color options available in a particular persona. The EV Demystifier wall shows various charging options available to customers to charge their vehicle. It helps curb range anxiety by helping the user plan their journey between two cities by showcasing various charging stations available on the route they select. Furthermore, the artful addition of the Blue Tokai café at the store, adds a touch of comfort as visitors can enjoy coffee from a fellow home-grown brand and understand more about the store by downloading the 'find your way' map using a QR code available at the café.

As the brand that gave the EV category in India its well-deserved push towards growth, TATA.ev continues to lead the 4-wheeler segment with a majority market share in the country. It is not just shaping the present but is spearheading the future of mobility in the country. With industry-leading interventions like the EV-exclusive retail stores and a product portfolio that blends cutting-edge technology with a bold design philosophy, TATA.ev is poised to lead the charge towards a greener, safer, and smarter tomorrow.

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