



TATA MOTORS

Tata Motors Limited is India's largest automobile company, with consolidated revenues of INR 2,75,561.11 crores (US\$ 41.6 billion) in 2015-2016. It is the leader in commercial vehicles in each segment, and among the top in passenger vehicles with winning products in the compact, midsize car and utility vehicle segments.

The Tata Motors Group's over 76,000 employees are guided by the mission "to innovate mobility solutions with passion to enhance quality of life."

Established in 1945, Tata Motors' presence cuts across the length and breadth of India. Over 9 million Tata vehicles ply on Indian roads, since the first rolled out in 1954. The company's manufacturing base in India is spread across Jamshedpur (Jharkhand), Pune (Maharashtra), Lucknow (Uttar Pradesh), Pantnagar (Uttarakhand), Sanand (Gujarat) and Dharwad (Karnataka). Following a strategic alliance with Fiat in 2005, it has set up an industrial joint venture with Fiat Group Automobiles at Ranjangaon (Maharashtra) to produce both Fiat and Tata cars and Fiat powertrains. The company's dealership, sales, services and spare parts network comprises over 6,600 touch points, across the world.

Tata Motors, also listed in the New York Stock Exchange (September 2004), has emerged as an international automobile company. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, acquired in 2008. In 2004, it acquired the Daewoo Commercial Vehicles Company, South Korea's second largest truck maker. The rechristened Tata Daewoo Commercial Vehicles Company has launched several new products in the Korean market, while also exporting these products to several international markets. Today two-thirds of heavy commercial vehicle exports out of South Korea are from Tata Daewoo. In 2006, Tata Motors formed a 51:49 joint venture with the Brazil-based, Marcopolo, a global leader in body-building for buses and coaches to manufacture fully-built buses and coaches for India – the plant is located in Dharwad. In 2006, Tata Motors entered into joint venture with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market the company's pickup vehicles in Thailand, and entered the market in 2008. Tata Motors (SA) (Proprietary) Ltd., Tata Motors' joint venture with Tata Africa Holding (Pty) Ltd. set up in 2011, has an assembly plant in Rosslyn, north of Pretoria. The plant can assemble, semi knocked down (SKD) kits, light, medium and heavy commercial vehicles ranging from 4 tonnes to 50 tonnes.

Tata Motors is also expanding its international footprint, established through exports since 1961. The company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, South East Asia, South Asia, South America, Australia, CIS and Russia. The company has franchisee/joint venture assembly operations in Bangladesh, Ukraine, and Senegal.

The foundation of the company's growth over the last 70 years is a deep understanding of economic stimuli and customer needs, and the ability to translate them into customer-desired offerings through leading edge R&D. With over 4,500 engineers, scientists and technicians the company's Engineering Research Centre, established in 1966, has enabled pioneering technologies and products. The company today has R&D centres in Pune, Jamshedpur, Lucknow, Dharwad in India, and in South Korea, Italy, Spain, and the UK.



It was Tata Motors, which launched the first indigenously developed Light Commercial Vehicle in 1986. In 2005, Tata Motors created a new segment by launching the Tata Ace, India's first indigenously developed mini-truck. In 2009, the company launched its globally benchmarked Prima range of trucks and in 2012 the Ultra range of international standard light commercial vehicles. In their power, speed, carrying capacity, operating economy and trims, they will introduce new benchmarks in India and match the best in the world in performance at a lower life-cycle cost.

Making strides in the Commercial Vehicle Business, in March 2014, Tata Motors also took the lead to bring a world renowned motorsport to India, with the T1 Prima Truck Racing Championship. This unique initiative witnessed over 50,000 spectators in 2016 at the Buddh International Circuit. This will be an annual property, edged on motorsport calendars globally and Tata Motors continues to promote its flagship brand, Prima, through this initiative.

At the Auto Expo 2016, Tata Motors showcased its new Signa range of M&HCV's. Ideal for customers who want to upgrade their commercial vehicles, the Signa range will continue to offer best business returns, with proven and reliable aggregates, a better in-cab experience, along with a more connected drive, with Tata FleetMan Telematics systems as a standard fitment.

Tata Motors also introduced India's first Sports Utility Vehicle in 1991 and, in 1998, the Tata Indica, India's first fully indigenous passenger car.

In January 2008, Tata Motors unveiled the world famous, the Tata Nano and subsequently launched, as planned, in India in March 2009, The Company has introduced the new generation range called the GenX Nano in May 2015.

In July 2014, Tata Motors expanded its footprint in the petrol market, with the launch of its indigenously developed and globally benchmarked Revotron 1.2T engine, India's First 1.2 Litre MPFI Turbocharged Petrol Engine and the first from the new generation Revotron engine series. This was followed by the launch of Tata Zest in August 2014, a stylish compact sedan which comes with new design language, best-in-class performance with unparalleled driving pleasure. This was followed by the sporty, premium hatchback, Tata Bolt in January 2015. The Zest and Bolt have led the change for the passenger vehicle business and continue to receive good response from customers.

In April 2016, Tata Motors launched the cool, new dynamic hatchback, the TIAGO as a part of its transformation journey. It is the first car to embody the company's new Impact Design language. The TIAGO has received critical recognition from media and customers for its attributes on design, connectivity, driving dynamics.

In January 2017, Tata Motors has introduced its flagship product, a dynamic, lifestyle UV, the HEXA. A Power packed and features loaded car, HEXA is the second car to horn the Impact Design Language. With design inputs from Pune, UK and Italy, the globally benchmarked HEXA sets a new and high standard for the Indian UV segment. It is targeted at new customer groups.



Tata Motors is equally focussed on environment-friendly technologies in emissions and alternative fuels. It has developed electric and hybrid vehicles both for personal and public transportation. It has also been implementing several environment-friendly technologies in manufacturing processes, significantly enhancing resource conservation.

Through its subsidiaries, the company is engaged in engineering and automotive solutions, automotive vehicle components manufacturing and supply chain activities, vehicle financing, and machine tools and factory automation solutions.

Tata Motors is committed to improving the quality of life of communities by working on four thrust areas – employability, education, health and environment. The activities touch the lives of more than a million citizens. The company's support on education and employability is focused on youth and women. They range from schools to technical education institutes to actual facilitation of income generation. In health, the company's intervention is in both preventive and curative health care. The goal of environment protection is achieved through tree plantation, conserving water and creating new water bodies and, last but not the least, by introducing appropriate technologies in vehicles and operations for constantly enhancing environment care.

With the foundation of its rich heritage, Tata Motors today is etching a refulgent future.

About Tata Group

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising over 100 independent operating companies. The group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'. Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation and art and culture. In 2015-16, the revenue of Tata companies, taken together, was \$103 billion. These companies collectively employ over 660,000 people. Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors and shareholders. There are 29 publicly-listed Tata enterprises with a combined market capitalisation of about \$116 billion (as on March 31, 2016). Tata companies with significant scale include Tata Steel, Tata Motors, Tata Consultancy Services, Tata Power, Tata Chemicals, Tata Global Beverages, Tata Teleservices, Titan, Tata Communications and Indian Hotels.

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