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PRESS RELEASE

Tata Motors targets 12,000 customers through unique customer outreach program, covering 47 countries and 800 touchpoints

Launches three-day Global Service Camp, starting November 21



The banner features a central image of a car on a service ramp. Surrounding the car are icons representing various services: a gift for 'FREE GIFTS', a key for 'FREE LABOUR*', a steering wheel for 'DRIVER TRAINING ON SAFETY, NEW TECHNOLOGY', a trophy for 'HIGH MILEAGE AWARDS', a percentage sign for 'DISCOUNTS ON TATA GENUINE PARTS', a document for 'COMPLETE VEHICLE HEALTH CHECK-UP', and a drop of oil for 'SPECIAL OFFER ON LUBES*'. The text 'GET YOUR VEHICLE'S HEALTH CHECKED.' is prominently displayed on the left. Below it, it says 'PARTICIPATE IN TATA MOTORS' GLOBAL SERVICE CAMP FROM 21ST TO 23RD NOV., 2016'. At the bottom, it states 'ACROSS ALL TATA MOTORS DEALERSHIPS AND AUTHORISED SERVICE CENTRES'. A gear icon with 'GLOBAL SERVICE CAMP 21ST - 23RD NOVEMBER, 2016' is also present. On the right, there are images of various Tata commercial vehicles. The Tata Motors logo is in the top right corner, and the TOTAL logo is in the bottom right corner. A small disclaimer at the bottom left reads: '*To avail specific offer on lubes, please get in touch with our local distributor / dealer.'

Mumbai, November 21, 2016: In continuation with Tata Motors customer-centric thrust towards best customer experience of its commercial vehicle range, the company today announced its three-day **Global Service Camp** from 21st to 23rd November 2016. The unique customer outreach program will cover 800 touch points in 47 countries.

Tata Motors commercial vehicle customers can avail free comprehensive vehicle health check-ups, free labor (through the warranty system), special schemes on lubes by TOTAL, along with various value added services. During the three-day service campaign, Tata Motors will also offer attractive discounts on Tata Genuine Spares and reward driver owners, reporting with their vehicle to the service campaign, with exciting gifts. The campaign will also include 'High Mileage' Awards for drivers.

Additionally, during the three-day service camp Tata Motors will also offer special pricing on its range of commercial vehicles, where customers can make inquiries, test-drive and experience some of Tata Motors new products and services. The service campaign will also involve various training initiatives for drivers cum operators, introducing and briefing them on new commercial vehicle technologies related to safety and vehicle productivity. Videos on safe vehicle operation and performance, will also be played at customer lounges across Tata Motors dealerships.

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Mr. Ganesh Shetty, Head – Customer Care (International Business) Commercial Vehicles, Tata Motors Ltd. said, *“Tata Motors’ vehicles are recognized for their reliability and efficiency and through our Global Service Campaign, we hope to further reinforce that message, by inviting our customers for a comprehensive vehicle check, for the best vehicle performance. Through the Global Service Camp, we will not only help address the servicing needs of our customers’ vehicles’, but will also take this opportunity to further access their needs, to better our product and service offerings going forward. Through this global campaign, we aim to target more than 12,000 customers globally.”*

Tata Motors is among the Top 10 truck and bus manufacturer globally, with the most extensive range of commercial vehicles arising from day-to-day needs. With vast global experience, the company brings a deep understanding of customer expectations from diverse markets and is well positioned to cater to ever changing automotive norms and commercial vehicle trends across the globe. Tata Motors continues to invest in its products, its sales & service network, with an aggressive customer centric approach of anticipating customer requirements.

- Ends -

About Tata Motors:

Tata Motors Limited is India’s largest automobile company, with consolidated revenues of INR 2,75,561 crores (USD 41.6 billion) in 2015-16. 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, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 9 million Tata vehicles plying in India, Tata Motors is the country’s market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS and Russia.

(www.tatamotors.com; also follow us on Twitter: <https://twitter.com/TataMotors>)

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