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**PRESS RELEASE**

## **Tata Motors leads the way for a greener India; launches 'Go Green' initiative**

*Plants a sapling on purchase and service of any of its commercial vehicle*

**Mumbai, December 18, 2020:** Tata Motors, India's largest commercial vehicle manufacturer, along with its channel partners, has announced the launch of its 'Go Green' initiative in line with its commitment to environment sustainability. Under this initiative, Tata Motors, in association with an NGO, will plant a sapling for the sale of every new commercial vehicle and for every new customer who gets their vehicle serviced at the company's dealer workshop and Tata Authorised Service Station. The company will nurture the sapling and bestow the customer with a certificate and a link with the geotagged location of the plantation, thereby allowing the customer to monitor its status.

The initiative will ensure the best health of these newly-planted saplings, which will include a variety of diverse species of fruit-bearing, medicinal and native trees. The plantation will be spread across various locations in over 10 states of the country, thereby adding to the green cover of the country.

Commenting on the initiative, **Mr. Rajesh Kaul, Vice President, Sales & Marketing, Commercial Vehicle Business Unit, Tata Motors**, said, *"Environment sustainability is at the core of what we do at Tata Motors, its energy efficient manufacturing practices and environment friendly product offerings are a testament to this. We are pleased to announce this collaboration with SankalpTaru where we are actively engaging with the large base of consumers that the company caters to, in tree plantation drives. Tata Motors will continue to stay abreast of evolving needs in the best interest of future generations, constantly devising unique, sustainable, and future-ready solutions to tackle pressing problems."*

Tata Motors as one of the leading companies in the country is uniquely positioned to create sustainable positive environmental impact. The company is constantly advancing environmental innovation and systematically reducing environmental impact, by assessing its footprint across the whole lifecycle and value chain of its products. The recently launched state-of-art BS6 product range assures significantly reduced tail-pipe emissions and attests to the company's commitment towards climate resilience. Tata Motors is actively working towards a low-carbon strategy and has been leading the charge of environment-friendly alternate fuel mobility in the country. As a 'Future Ready' responsible corporate and a signatory of RE100 initiative, Tata Motors aims to source 100% renewable electricity by 2030.

### **About Tata Motors**

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020.

With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, 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. 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. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

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