



PRESS RELEASE

Tata Nexon is the Official Partner of VIVO Indian Premier League

Mumbai, March 21, 2018: The Board of Control for Cricket in India (BCCI) today announced its association with Tata Nexon as the Official Partner for the VIVO Indian Premier League. The association, which is for next three years, will provide Tata Motors to derive great synergies using the platform of IPL to provide a unique and differentiated experience to its customers. The 2018 VIVO IPL begins on April 7, 2018.

Speaking on the development, Chairman of the VIVO IPL, Mr. Rajeev Shukla said, *"We are delighted to have Tata Nexon as an Official Partner of the IPL. Having a leading Tata brand on board is a great testament to the IPL. We look forward to delivering great value to both the brand as well as the company"*

According to Mr. Mayank Pareek, President Passenger Vehicle Business Unit, Tata Motors, *We are delighted to have our Level Nex performing brand Tata Nexon be associated with IPL, one of the biggest sporting event in the country that gives brands a very effective, large scale platform to connect with its consumers. Cricket is the most celebrated sport in India and the IPL is all about Superlative Performance, which is also the mantra for the Tata Nexon. We are on an aggressive growth curve currently and would like to ride on the cricket wave to further strengthen our brand among the younger customer groups. We have big plans to capture the audience attention On-ground, On-Air and across Digital and we hope drive value from this association."*

As the Official Partner, Tata Motors will leverage the Vivo IPL 2018 platform to showcase the new NEXON in the stadium, across all matches, with exciting on-ground engagement plans and merchandise. The matches will witness unique engagement activities like the **Tata Nexon Super Striker** - the best striker of the match/tournament stands a chance to win daily and season award. The striker of the tournament will win a Tata Nexon. The **Tata Nexon Fan Catch** on the other hand is an engagement plan with fans where anyone who takes a single-handed catch in a match stands a chance to win INR 1 lakh and the season winner gets a Nexon. Tata Nexon will also leverage the 36 city, Fan Park events for experiential and engaging brand experience.

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About Tata Motors

Tata Motors Limited, a USD 42 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. As India's largest automobile company and part of the USD 100 billion Tata group, Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 76 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea. In India, Tata Motors has an industrial joint venture with Fiat. Engaged in engineering and automotive solutions, with a focus on future-readiness and a pipeline of tech-enabled products, Tata Motors is India's market leader in commercial vehicles and among the top in passenger vehicles with 9 million vehicles on Indian roads. The company's innovation efforts are focused on developing auto technologies that are sustainable as well as suited. With design and R&D centres located in India, the UK, Italy and Korea, Tata Motors strives to pioneer new products that fire the imagination of GenNext customers. Abroad, Tata cars, buses, and trucks are being marketed in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia. To know more, please visit (www.tatamotors.com); also follow us on Twitter: <https://twitter.com/TataMotors>)

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