

Tata Motors unveils next- generation passenger vehicles at the NADA Auto Show '17

Kathmandu, Aug 29, 2017: Tata Motors today showcased its new generation passenger vehicles – the styleback sedan, Tata Tigor, the award winning compact sedan, Tata Zest, Nepal's first multi drive Hatch – Bolt, the exciting new, TATA TIAGO and the premium UV, Tata Hexa, at the 13th NADA Auto Show, in Kathmandu, Nepal. Taking customer experience to the next level this Auto Show, Tata Motors will offer an engaging, experiential and interactive platform for personalized customer engagement that allows visitors to explore and connect with the brand on a personal level before making an informed buying decision.

Mr. Ajit Narayan Singh, Country Manager, Tata Motors, said, *“NADA is a splendid platform for auto manufacturers to showcase their latest cars as it provides customers a good opportunity to engage and experience new technologies and features. We have demonstrated future products like the Tata TIGOR and the Tata Hexa and are showcasing our new IMPACT design philosophy through them. We will continue to provide the best vehicle experience to our customers with new offering.”*

Mr. Rajan Babu Shreshta, CEO, Sipradi Trading Pvt Ltd said on the occasion, *“We are happy to unveil the new Tata Motors line-up at the most-awaited Auto Show of Nepal – NADA Auto Show. We are confident that our customers will be excited to engage with the dynamic product line-up presented here and looking forward to their feedback.”*

Key showcases at the NADA Auto Show 2017:

TATA HEXA:

The Tata Hexa is loaded with features such as projector headlamps, 19-inch alloy wheels, LED taillamps and a 10-speaker JBL audio system among others. It gets the 2.2-litre VARICOR diesel engine with either 150PS/320Nm (for the base XE variant) or 156PS/400Nm on tap. While the one with the lower state of tune is available with a 5-speed manual, the latter can be had with a 6-speed manual as well as a 6-speed automatic. It's available in a total of six variants - XE, XM, XMA, XT, XTA and XT 4x4. The top-end XT 4x4 is only available with a 6-speed manual transmission.

TATA TIGOR:

Tigor will definitely create a new segment for itself, the “STYLEBACK”. With a renewed focus on design, Tata Motors is recapturing the consumer mind space, which is helping the Company to strengthen its brand proposition. Creating an immediate and lasting impact, Tata Motors has worked intricately on the styling of the TIGOR, the 3rd vehicle based on the IMPACT Design philosophy. The TIGOR is smartly designed on the outside with ‘Expressive’, ‘Exciting’, and ‘Extraordinary’ exterior features. Its lively and dynamic stance exudes the feeling of youthfulness. On the inside, the TIGOR makes ‘INtelligent’ use of space and has ‘INviting’ interiors and connectivity features that will make owners feel ‘INtouch’ with the world inside and outside.

The car is intelligently engineered with superior legroom and 24 utility spaces to provide ample storage to carry one’s world along. The stylish design is complemented by enhanced performance and driving dynamics. The TIGOR will be available in petrol variant - Revotron 1.2L with class-leading driving dynamics. The engine is available with multi-drive modes – Eco and City.

Available in 4 variants XE, XT, XZ & XZ (O) –TIGOR will come in six exciting colour options - Copper Dazzle, Espresso Brown, Pearlescent White, Platinum Silver, Striker Blue and Berry Red. TIGOR will come with a standard warranty of 4 years or 75,000km, whichever is earlier, with an option to further extend.

TATA TIAGO:

TIAGO is the first car to flaunt the new IMPACT design philosophy which emphasizes on immediate IMPACT at the first sight and a lasting IMPACT overtime. With inputs from the Pune, UK and Italy design studios, the Company is all set to offer iconic products with its new design language. TIAGO reaffirms this and reinforces the company’s future design direction.

TIAGO comes with new design language that distills the fine points of auto design with styling and lines that accentuate modern India and its global citizens. Global design inputs from Pune, UK and Italy studios have contributed to the car’s Designnext credos - Humanity Line, Slingshot line and Diamond DLO, giving it a bold and sculpted look.

The Revotron 1.2L delivers a power of 85 PS and a torque of 114 Nm @ 3500 rpm. It is an all-aluminum engine, making it light, fuel efficient yet powerful. It is a contemporary three cylinder naturally aspirated engine and comes packed with many new technologies like Variable Cam Timing (VCTi) - which provides ideal cam events at various engine speeds, delivering optimum performance. This also allows ‘internal’ exhaust gas re-circulation to improve the fuel efficiency. The Revotron engine is designed for low-friction performance and comes equipped with a low-weight crankcase set-up and a

variable oil pump, it delivers higher fuel efficiency. It has hydraulic lash adjusters, durable chain-drive and an auto-tensioner at the Front-end Accessory Drive (FEAD) for low cost operation and maintenance.

TATA BOLT:

The word BOLT signifies speed, representing an attitude of winning and staying ahead. This attitude is embodied in the all-new BOLT in all aspects of design, drive and seamless connectivity. It clearly exemplifies the HorizonNext themes of Intense Product Focus, World-class Manufacturing Quality, Enriched Purchase Experience and Consistent Quality of Service for its passenger vehicle business. Available in a five exciting colors - Venetian Red, Pristine White, Platinum Silver, Sky Grey, Dune Beige - the Bolt is offered in three trims -- XE, XM and XT.

TATA Zest:

Zest from Tata Motors, clearly showcases the three key vectors of DesigNext, DriveNext and ConnectNext to deliver best-in-class performance with unparalleled driving pleasure in a spacious, dynamic, comfortable and stylish sedan. As the name suggests, the all-new Zest exudes excitement and energy and is designed to give the driver total control of the vehicle. Like Bolt, Zest is also available in multidrive mode ECO, CITY and SPORT.

The Zest is available in three trims in Petrol - XE, XM and XT and five trims in Diesel - XE, XM, XMA (AMT), XT and XTA (AMT). It is available in 5 exciting colors - Venetian Red, Sky Grey, Dune Beige, Platinum Silver and Pristine White.

Understanding the dynamic consumer's increasing need, Tata Motors offers its customers the ConnectNext experience. The Company has worked closely with HARMANTM to design and engineer an acoustic audio and infotainment system, with best-in-class features like 5" ConnectNext Touchscreen Infotainment System, Advance voice command recognition, SMS notification and read outs, Fully Automatic Temperature Controls on the touchscreen, which will allow the user to stay connected.

Tata Motors has built a strong pipeline of new products, which come with the IMPACT design language and leading technologies to make the new product line-up an exciting proposition.

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>)

Media Contact**About Sipradi**

Sipradi a major player in AUTOMOTIVE & ALLIED business and is one of the largest and most prestigious brands in Nepal. 34 years down the line, Sipradi has exceeded USD 350 million annual revenue and is growing rapidly in automotive, energy, lubricant, financial services, and equipment businesses. It has 750 employees and 650 support staff working to a common goal --to deliver quality products and services while adding synergy to the growth of overall brand value. Sipradi Trading Private Ltd (STPL) has been the exclusive distributor of Tata Motors Ltd in Nepal since 1982. STPL is an ISO 9001:2008 certified company. STPL sells and services the full range of Tata Motors' commercial and passenger vehicles. The company has the largest sales and service distribution network throughout Nepal. It has 18 sales offices and 24 service centers dedicated to Commercial vehicles manufactured by TATA Motors Ltd., India. It has 20 showrooms and 24 service centers dedicated to Passenger Vehicles manufactured by TATA Motors Ltd., India. It also has more than 300 spare parts outlets across the country. Sipradi is also the distributor of Exide Batteries, MAK Lubricants and Michelin tires.

For more information, please contact:

Sipradi Trading Pvt. Ltd.

E-mail: nabraj.niraula@sipradi.com.np

Tel: 9851000757

www.sipradi.com.np