

Tata Motors to cater to Andaman Nicobar customers through its new full range dealership in Port Blair

Port Blair, November 22, 2017: In its continued endeavor to get closer to its customers and enter new markets, Tata Motors today, launched a new state-of-the-art full-range passenger vehicle dealership, GENNEXT Motors Pvt Ltd., in Port Blair. This dealership will serve as doorway to enter the Andaman Nicobar islands and cater to larger customer groups. Expanding its class leading automotive experience, the inauguration of this dealership is a step towards Tata Motors' commitment to increase its network strength to 1500 by 2020.

Inaugurated by Mr. S N Barman, VP Sales, PVBU, this state-of-the-art equipment dealership is designed for an evolving segment of customers who value innovation, personal touch and best of hospitality services in their car buying experience. Spanning across 2,000 sq ft area, GENNEXT Motors showroom is located in Shadipur, Port Blair, one of the prime locations in the city. The workshop spans across 10,000 sq ft. area and will provide world class after sales experience to our customers by using state of the art latest equipment and Technology.

Speaking at the inauguration Mr. S. N. Barman, Vice President Sales, Passenger Vehicle Business Unit, Tata Motors, said "Network expansion plays a critical role in expanding our customer base and this new dealership is a result of our continued efforts to increase our presence across the country and to get closer to our customers. Tata Motors is on a growth trajectory with its new generation cars and the addition of this dealership is a step in the right direction towards enhancing our brand presence."

According to Mr. Sagar Khurana, Dealer Principal, GENNEXT Motors Pvt Ltd, "We are very proud and happy to be associated as the Passenger Vehicle dealer of Tata Motors. With a motto to provide an enriched purchase experience during sales and after service to all our customers, we at GENNEXT Motors look forward to working with Tata Motors and strengthen this relationship in the years to come."

Designed to provide an enriching sales experience for customers, the dealership is manned by qualified, experienced and trained personnel, capable of handling a varied set of customers, offering best-in-class service, car finance and car insurance. After sales service plays a key role in building a brand and the company will continue to offer best value to customers in terms of total cost of ownership.

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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.

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