

**Tata Motors goes big on its contribution to the 'Skill India Mission'
Receives the 'HR Innovation of the Year' award for outstanding contribution to skill
development, at the Asia Pacific Excellence Awards, 2016**

Mumbai, 30th May, 2017: Tata Motors has been at the forefront in creating the right set of talent pool for the automobile engineering and manufacturing industry. The Company over the past few years has associated with over 135 ITIs across 19 states, to develop skilled & highly competent manpower that's future ready. Furthermore, Tata Motors has launched series of programs to provide technical and vocational training for the unemployed youth.

At the Asia-Pacific Excellence Awards held in Hong Kong recently, Tata Motors was awarded 'HR Innovation of the Year', for its significant contribution to skill development in the automotive sector. With the aim to make the Indian automotive industry globally competitive, the skill development program by Tata Motors is the perfect blend of technical modules and self-development courses with industry leaders as mentors

Speaking on the occasion, Mr. Gajendra Chandel, CHRO – Tata Motors Ltd. said, *"In line with the government's aggressive plans under the Skill India Mission, we at Tata Motors are constantly increasing our efforts on skill development programs, for an agile and future-ready workforce. Our focus is to drive skilling of young boys and girls in the automotive domain and enhance their employability within India and other countries. With humility, we accept this award for recognition of our contribution towards skill development, and will continue to move on this path towards many such endeavors in the future."*

As part of the skill development initiative, Tata Motors is also working towards promoting gender diversity in auto manufacturing & service sectors. Addressing the automotive skill challenges, the company focuses on skilling school drop-outs and youth especially women, while enhancing global employability. All skill development initiatives by Tata Motors are designed and implemented in line with the Global Skill Qualification framework and Occupational Standards.

Over the years, focused initiatives such as LEAP (Learn and Earn Program) have been undertaken, while upgrading the in-house training facilities as well leveraging the skill partners' capabilities, with the ultimate aim of creating a world class work force and preparing the potential employees 'Job-ready' as they embark upon their professional careers.

About Asia Pacific Excellence Awards, 2016:

Created to honor the most outstanding achievements in various professional fields, The Asia-Pacific Excellence Awards, is hosted by Communication Director, a global magazine for corporate communications and public relations focused in providing real insights into today's multinational communications. The awards have been celebrating the achievements of various corporate contributions in the past 10 years with rollouts in Africa, Asia-Pacific, Europe, Latin America and North America bringing the celebration to a global level.

The Jury committee consists of leading communications and HR professionals from companies, agencies, associations, institutions and universities across the globe.

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.

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