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PRESS RELEASE

Tata Motors Launches Ace Gold+ Diesel Mini-Truck at Rs. 5.52 Lakh*

Mumbai, 19 September 2025: Tata Motors, India's largest commercial vehicle manufacturer, today announced the launch of the Ace Gold+—the most affordable diesel variant in its iconic Ace range. Priced at just ₹5.52 lakh* (ex-showroom), the Ace Gold+ is engineered to deliver exceptional performance while ensuring the lowest Total Cost of Ownership (TCO) in its category, making it the ideal choice for today's value conscious entrepreneurs.

Equipped with advanced Lean NOx Trap (LNT) technology, the Ace Gold+ eliminates the need for Diesel Exhaust Fluid (DEF), significantly reducing maintenance and operating costs. This innovation not only ensures compliance with stringent emission norms but also enhances profitability by lowering recurring expenses—helping customers earn more with every trip.

Launching the new model, **Mr. Pinaki Halder, Vice President & Business Head – SCVPU, Tata Motors Commercial Vehicles**, said, *"Since its launch over two decades ago, the Tata Ace has consistently transformed last-mile mobility across India, empowering hundreds of thousands of entrepreneurs to drive progress. With every upgrade, it has evolved to incorporate advanced technologies, versatile features, and broader applications. The launch of the Ace Gold+ continues this legacy—delivering a solution that simplifies business operations, enhances profitability, and reinforces our commitment to nurturing India's entrepreneurial spirit."*

Powered by the turbocharged Dicor engine delivering 22PS of power and 55Nm of torque, the Ace Gold+ is built for reliability across diverse business applications. With a payload capacity of 900kg and multiple load deck configurations, it offers versatility and efficiency for a wide range of cargo needs.

Tata Motors' small commercial vehicle and pickup portfolio—including the Ace Pro, Ace, Intra, and Yodha—caters to payloads from 750kg to 2-tonne and is available in a variety of powertrains: diesel, petrol, CNG, bi-fuel, and electric. Complementing this expansive range of robustly engineered vehicles is Sampoorana Seva 2.0, a comprehensive lifecycle support programme offering AMC packages, genuine spare parts, and 24x7 roadside assistance.

Backed by Tata Motors' extensive nationwide spares and service network of 2,500 outlets and the Star Guru ecosystem of trained technicians, the Ace Gold+ is your ideal catalyst for entrepreneurial growth and seamless cargo mobility.

*Price as per new GST norms

About Tata Motors

Part of the USD 180 billion Tata group, Tata Motors Limited (BSE: 500570; NSE: TATAMOTORS), a USD 52 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks, and buses, offering an extensive range of integrated, smart, and e-mobility solutions. With 'Connecting Aspirations' at the core of its brand promise, Tata Motors is India's market leader in commercial vehicles and ranks among the top three in the passenger vehicles market.

Tata Motors strives to bring new products that captivate the imagination of GenNext customers, fuelled by state-of-the-art design and R&D centres located in India, the UK, the US, Italy, and South Korea. By focusing on engineering and tech-enabled automotive solutions catering to the future of mobility, the company's innovation efforts are focused on developing pioneering technologies that are both sustainable and suited to the evolving market and customer aspirations. The company is pioneering India's Electric Vehicle (EV) transition and driving the shift towards sustainable mobility solutions by developing a tailored product strategy, leveraging the synergy between Group companies and playing an active role in liaising with the Government of India in developing the policy framework.

With operations in India, UK, South Korea, Thailand and Indonesia, Tata Motors markets its vehicles in Africa, the Middle East, Latin America, Southeast Asia, and the SAARC countries. As of March 31, 2025, Tata Motors' operations include 93 consolidated subsidiaries, two joint operations, four joint ventures, and numerous equity-accounted associates, including their subsidiaries, over which the company exercises significant influence.

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