**DIMO inaugurates three exclusive state-of-the- art TATA passenger vehicle showrooms in Sri Lanka**

**Colombo, October 13, 2016**: Tata Motors’ international business began with Sri Lanka in 1961 in association with its distributor, Diesel & Motor Engineering PLC (DIMO), and has established a firm footprint with its commercial and passenger vehicles.

Sri Lanka has traditionally been an important market for Tata Motors with its varied range offering superior value to its customers. The passenger vehicles portfolio, starting in 2004, already includes the Indica, Indigo, Vista, Manza, Safari, Zest, Bolt and Nano.

With the rapid expansions lined up to further develop the Tata Passenger Car business in Sri Lanka for an enhanced and unique customer experience, DIMO has taken the initiative to invest on key strategic locations to open-up **exclusive showrooms for Tata Passenger Cars** in Sri Lanka. Further expanding the existing network of 37 touch points around the island with 3S facility (Sales, Service, Spare Parts), DIMO had invested in acquiring properties in Negombo, Kalutara, Moneragala, Anuradhapura & Ratnapura. As the stepping stone, Negombo, Colombo & Kalutara showrooms were inaugurated on 13th & 14th of October to give the best showroom experience to its valued customers. The Negombo showroom is located at No. 258, Chilaw Road, Periyamulla, Negombo while the Kalutara Showroom is located at No. 768, Galle Road, Karukurunda, Kalutara South.

The design of the exclusive showrooms is developed with a state-of-the-art architecture with an average area of 1500 sq ft allowing ample space to display 5 to 6 vehicles for the customers to comfortably view the growing portfolio of Tata passenger vehicles and select the vehicle of their choice with a wide range of features & colours. Followed by a series of training sessions and workshops on the product and customer handling, DIMO staff is lined up at each strategic location to provide a speedy service while building long term customer relationships.

Inaugurating the Negombo showroom, Mr. Johnny Oommen, **Head, International Business, Passenger Vehicles, Tata Motors,** said, “We are delighted with the increasing reach of Tata Motors in Sri Lanka and also to be part of this auspicious opening today. This inauguration is the first major step in our expansion and development plans for the passenger vehicle market in Sri Lanka.”

**Speaking at the inauguration, Mr. Ranjith Pandithage, Chairman & MD, DIMO, said**, “We at DIMO, are committed to taking the business to new heights. Our valued customers will now have the benefits of a wider and modern network, which will witness further and continuous growth.”

DIMO’s extensive network expansion strategy in Sri Lanka for TATA Passenger Cards will be backed up with the renowned DIMO after sales service offerings with 2 years / 50,000 km warranty, 3 Labour Free Services, 24 Hour Road Side Assistance, Island-wide network coverage for Sales, Service & Space Parts, TATA Genuine Accessories providing as superlative customer experience.

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# 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.

**About DIMO:**

Over 77 years, “Passion” and “Innovation” have been at the heart of DIMO’s business operations in the automotive industry. The introduction of products with world renowned giant, TATA Motors, has improved the quality of life of Sri Lankans across the country by providing transportation solutions, which are both economical and beneficial. DIMO has solidified its reach by operating over 40 showrooms with the aim of facilitating sales, services and spare parts for customers. All this combined with our service standards of quality and dependability appropriately denoted as “With DIMO Technology”, emphasizes our commitment to 100% customer satisfaction.

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([www.dimolanka.com/tata](http://www.dimolanka.com/tata))

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