

Tata Motors announces new Corporate Brand Identity - 'Connecting Aspirations'

Mumbai, August 21, 2017 - Tata Motors has always kept customers and their aspirations at the heart of its business. The company has always been at the forefront to create innovative mobility solutions, across passenger, commercial and defence vehicles, thereby creating new benchmarks in the industry. As a powerhouse of strong talent, manufacturing footprint and R&D centres across the globe, Tata Motors has an overarching presence in the auto world.

Coming from the House of 'Tata', with the solid foundational framework of core values and philosophy, the brand of Tata Motors has an instinctive and unique trait of understanding the needs and aspirations of everyone associated with the brand. Being spread across multiple vehicle lines and geographies, the company, over the years, has felt the need of a common brand promise. This dictates the way the Tata Motors Brand should communicate with the internal as well as external stakeholders and this insight into the character of the brand has led to the creation of a unifying idea for Tata Motors that works as an all-encompassing guiding principle across business units.



After the company embarked on a transformation journey during last year, a comprehensive project on 'Corporate Branding' was launched with the support of an external agency. The team undertook a thorough analysis of the existing and the desired future state of the company, gathered a lot of market intelligence and captured the much-required organizational voice, to establish a common theme underlying within the company's existence.

A detailed review of the recommendations put up to the Tata Motors Executive Committee led to the conclusion and the careful selection of the Brand promise – '**Connecting Aspirations**'.

'Connecting Aspirations' represents the personality of the brand as an interconnected system of mobility solutions that are intelligent, perceptive, warm and expressive. It's a symbolic tagline that is the past, present and future, it's humble and bold, it's a statement and challenge.

Easy to communicate and creating a strong resonance with every stakeholder, it is an apt expression to the Tata Motors brand. It is much larger and wider in terms of intent and interpretation - directed towards building the nation, developing smart cities, supporting and implementing government initiatives and delivering new technologies. With passion and expressive intelligence as a design principle, it is in sync with the company's brand proposition of providing exciting and unique forms of self-expression, where every element of the vehicle represents a unique aspect of consumer's individuality.

Today, the modern age consumers seek specific forms of self-expression through technology, experiences and the ecosystems they inhabit. It is our endeavor now to translate the form and intent of the new Brand promise into implementation – visible and emotional.

Driven by passion and imagination, Tata Motors has introduced enriching offerings in line with customer aspirations and continues to stand strong as a symbol of innovation and disruption for its customers. The

acquisition of every Tata Motors vehicle, regardless of segment, marks an important milestone in the realization of a bigger, much-coveted aspiration or dream.

From manufacturing products to presenting experiences and solutions, Tata Motors has always been an enabling force in the Indian automotive industry. Representing the company's commitment to take personalization to the next level, 'Connecting Aspirations' defines Tata Motors as a brand that intuitively understands people and imagines mobility in all its forms.

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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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