



BSE Limited  
First Floor, New Trading Ring  
Rotunda Building, P J Towers  
Dalal Street, Fort  
Mumbai 400 001  
**Kind Attn: Mr Khushro A. Bulsara**  
**General Manager & Head**  
**Listing Compliance & Legal Regulatory**

National Stock Exchange of India Ltd.  
Exchange Plaza, 5th Floor  
Plot No.C/1, G Block  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400 051  
**Kind Attn: Mr Avinash Kharkar**  
**Asst. Vice President**  
**Listing & Compliance**

August 5, 2016  
Sc - 15158

Dear Sirs,

**Ref: ISIN: INE155A01022 – Ordinary Shares**  
**IN9155A01020 – ‘A’ Ordinary Shares**  
**Debt Securities on NSE & BSE**

**Re: Press Release - Jaguar Land Rover July sales**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by Jaguar Land Rover (UK), our wholly owned subsidiary, on the above subject, contents of which are self-explanatory.

This is for the information of the exchange and the members.

Yours Faithfully,  
Tata Motors Limited

H K Sethna  
Company Secretary

2. New Folders\2016-17\Tata Motors\Stock Exchanges\SEBI (LODR) Reg., 2015\Reg.30-Sales Reporting\Jaguar and Land Rover\July 2016\BSE-NSE-Letter-JLR-Sales-July2016.doc

**TATA MOTORS LIMITED**

Bombay House 24 Homi Mody Street Mumbai 400 001  
Tel 91 22 6665 8282 Fax 91 22 6665 7799  
[www.tatamotors.com](http://www.tatamotors.com) CIN I.28920MH1945PLC004520



PRESS RELEASE

5 August 2016

## JAGUAR LAND ROVER ACHIEVES BEST EVER JULY SALES RESULTS

**Whitley, UK:** Jaguar Land Rover, the UK's leading manufacturer of premium luxury vehicles, today reported its best ever July retail sales of 44,486 vehicles, up 34% compared to July 2015. The month's record performance has been driven by strong sales of the Land Rover Discovery Sport, the Jaguar XE and the F-PACE. Jaguar Land Rover sold 336,052 vehicles in the first seven months of 2016, up 23% on the same period in the prior year.

In July, Jaguar Land Rover has delivered a particularly solid performance in China and North America with retail sales increasing by 64% and 51% respectively compared to the previous year. Retail sales were up year-on-year across all other regions: 38% in the UK, 24% in Europe and 2% in other overseas markets.

Commenting on the performance, Andy Goss, Jaguar Land Rover Group Sales Operations Director said: ***"This has been another record month for Jaguar Land Rover with impressive sales across both of our brands. The Discovery Sport and the Jaguar XE have delivered record July sales performances and the Jaguar F-PACE is in popular demand with our customers, reflecting the global appeal of our strongest ever vehicle line up."***

Land Rover strengthened its position as a world-leading manufacturer of all-terrain SUVs, with record July sales of 31,288 vehicles, up 19% year-on-year. The best-seller for the month was the Discovery Sport, retailing an impressive 8,392 vehicles, closely followed by the Evoque with sales of 8,208 vehicles. Calendar year-to-date sales for Land Rover reached 261,194 vehicles, 15% up on the prior year.

Jaguar recorded its best July ever, delivering 13,198 vehicles, up 91% on the previous year, reflecting the strong launch of the F-PACE as well as continued solid sales of the XE. This month, Jaguar performed very strongly across all regions, notably in North America, where thanks to the brand's expanded line up in showrooms, sales more than doubled year-on-year. In China, sales more than tripled versus July 2015. Calendar year-to-date sales for Jaguar were 74,858 up 69% year-on-year.

	July	% increase YOY	Jan – July	% increase YOY	15/16 Financial Year	% increase YOY
Jaguar Land Rover	44,486	34%	336,052	23%	521,571	13%
Jaguar	13,198	91%	74,858	69%	94,449	23%
Land Rover	31,288	19%	261,194	15%	427,122	11%

*ENDS*

**Notes to editors:**

- Jaguar Land Rover is the largest automotive manufacturer in Britain;
- In January Jaguar Land Rover was named 'Best UK Employer 2016' by Bloomberg;
- Over the past five years, Jaguar Land Rover has doubled sales and employment, more than tripled turnover, and invested over £12 billion in new product creation and capital expenditure;
- With a balanced regional distribution of sales, in 2015, Jaguar Land Rover sold 487,065, up 5% year-on-year. Of that, Jaguar sold 83,986 vehicles and Land Rover sold 403,079 vehicles;
- Jaguar Land Rover will invest over £3.75 billion in its products and facilities in Fiscal 2015 /16;
- Jaguar Land Rover is one of the UK's largest exporters and generates over 80% of its revenue from exports.

**For more information, please visit [www.newsroom.jaguarlandrover.com](http://www.newsroom.jaguarlandrover.com) or contact:**

Lisa Palmer

M: + 44 (0) 7557 540611

E: lpalmer1@jaguarlandrover.com

Kelly Munde

M: +44 (0) 7880 182287

E: kmunde@jaguarlandrover.com