



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

September 7, 2016
Sc - 15189

Dear Sirs,

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

Re: Press Release - Jaguar Land Rover August 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

HKS
H K Sethna
Company Secretary

Z:\New Folders\2016-17\Tata Motors\Stock Exchanges\SEBI (LODR) Reg., 2015\Reg.30-Sales Reporting\Jaguar and Land Rover\August 2016\BSE-NSE-Letter-JLR-Sales-August2016.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 CIN L28920MH1945PLC004520



PRESS RELEASE

7 September 2016

JAGUAR LAND ROVER ACHIEVES BEST EVER AUGUST SALES RESULTS

Whitley, UK: Jaguar Land Rover, the UK's leading manufacturer of premium luxury vehicles, today reported its best ever August retail sales of 36,926 vehicles, up 26% compared to August 2015. The month's performance has been driven by strong sales of the Land Rover Discovery Sport, the Jaguar F-PACE and XE. Jaguar Land Rover sold 372,978 vehicles in the first eight months of 2016, 24% up on the same period in the prior year.

In August, Jaguar Land Rover has delivered particularly solid performances in North America and Europe with retail sales increasing by 45% and 37% respectively compared to the previous year. Retail sales were 36% up in China, 3% down in the UK, and 2% down in other overseas markets.

Jaguar recorded its best August ever, delivering 10,868 vehicles, up 104% on the previous year, reflecting the strong launch of the F-PACE as well as continued solid sales of the XE. Calendar year-to-date sales for Jaguar were 85,726 up 72% year-on-year.

Land Rover strengthened its position as a world-leading manufacturer of all-terrain SUVs, with its strongest August sales of 26,058 vehicles, up 9% year-on-year. The strong sales were led by the Discovery Sport, retailing 7,053 vehicles. Calendar year-to-date sales for Land Rover reached 287,252 vehicles, 14% up on the prior year.

	August	% increase YOY	Jan – August	% increase YOY	15/16 Financial Year	% increase YOY
Jaguar Land Rover	36,926	26%	372,978	24%	521,571	13%
Jaguar	10,868	104%	85,726	72%	94,449	23%
Land Rover	26,058	9%	287,252	14%	427,122	11%

ENDS

Notes to editors:

- Jaguar Land Rover is the largest automotive manufacturer in Britain;
- 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 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.