



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**

Listing Compliance Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai 400 051  
**Kind Attn: Mr Avinash Kharkar**  
**Asst. Vice President**  
**Listing & Compliance**

September 1, 2019  
Sc no- 15573

Dear Sirs,

**Re: Press Release – Tata Motors Monthly Sales August 2019**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release issued by the Company on the captioned subject, the content of which is self-explanatory.

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

Yours faithfully,  
Tata Motors Limited

Hoshang K Sethna  
Company Secretary

**TATA MOTORS LIMITED**

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for immediate use

**PRESS RELEASE**

**Tata Motors domestic sales registered 29,140 units in August 2019**

*Focus on retail acceleration and stock correction continued this month*

**Mumbai, September 1, 2019:** Tata Motors Limited today announced its sales in the domestic & international market, for the month of August 2019, which stood at 32,343 vehicles, compared to 62,688 units during August 2018.

**Domestic Sales Performance:**

	Aug '19	Aug '18	% Change	FY20	FY19	% Change
<b>Total Domestic Sales</b>	<b>29,140</b>	<b>57,210</b>	<b>-49%</b>	<b>193,957</b>	<b>273,685</b>	<b>-29%</b>

**Domestic - Commercial Vehicles:**

According to Mr. Girish Wagh, President, Commercial Vehicles Business Unit, Tata Motors Ltd., "Subdued demand sentiment due to poor freight availability, lower freight rates and general slowdown in economy continued to hamper the commercial vehicle demand. System stock reduction through retail focus and aligning production, will continue to be our approach, while cautiously monitoring the market, in these challenging times. As a result, retail sales are estimated to be ahead of wholesale by over 25% in August. We are looking forward to a positive impact of the recently announced stimulus package by the Government."

Category	Aug '19	Aug '18	% Change	FY20	FY19	% Change
M&HCV	5,340	12,715	-58%	37,249	60,924	-39%
I & LCV	3,152	5,260	-40%	18,472	21,027	-12%
SCV & Pick up	11,082	17,426	-36%	63,804	80,100	-20%
Passenger Carriers	2,250	4,458	-50%	19,686	24,267	-19%
<b>Total CV</b>	<b>21,824</b>	<b>39,859</b>	<b>-45%</b>	<b>139,211</b>	<b>186,318</b>	<b>-25%</b>

**Domestic - Passenger Vehicles:**

According to Mr. Mayank Pareek, President, Passenger Vehicles Business Unit, Tata Motors Ltd., "Under the challenging market situation, we continued to focus on improving retail sales. Our retail sales were 42% more than offtake and as a result the network stock came down by over 3000 vehicles. This prepares dealers well for the festival season. Our prime focus remains on the working capital rotation of the channel. Our aim is to improve the retail capability, till August 2019, 72 new sales outlets were added and 3500+ sales executives were recruited.

Marking the onset of the festive season, we will drive positive sentiments with special offers and several special editions. We have kick-started this by further increasing the style quotient of the Harrier with the Harrier Dark Edition. We are hopeful that the recently announced financial package by finance minister will help in improving the liquidity of market and to reduce the ownership cost. This will certainly help the industry to revive and drive the growth."

Category	Aug '19	Aug '18	% Change	FY20	FY19	% Change
<b>Total PV</b>	<b>7,316</b>	<b>17,351</b>	<b>-58%</b>	<b>54,746</b>	<b>87,367</b>	<b>-37%</b>

-Ends-

**Media Contact Information:**

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To know more, please visit ([www.tatamotors.com](http://www.tatamotors.com)); also follow us on Twitter: <https://twitter.com/TataMotors>

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