



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

National Stock Exchange of India Limited
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 9, 2019
Sc - 15611

Dear Sirs,

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

Re: Press Release – Jaguar Land Rover August 2019 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 cited subject, content of which is self-explanatory.

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

Yours faithfully,
Tata Motors Limited



Hoshang K Sethna
Company Secretary

TATA MOTORS LIMITED

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JAGUAR LAND ROVER REPORTS AUGUST SALES

	August 2019	Change year-on-year	FY20 YTD Apr – Aug 2019	Change year-on-year
Jaguar Land Rover	34,176	(6.7)%	200,736	(8.0)%
Jaguar	9,702	(17.8)%	60,628	(9.4)%
Land Rover	24,474	(1.4)%	140,108	(7.4)%

Whitley, UK, 6 September 2019 – Jaguar Land Rover retail sales in August 2019 were 34,176 vehicles, down 6.7% compared to August 2018.

Retail sales in China continued to recover (up 17.4% year-on-year) as the company's local turnaround plan gathered momentum. UK sales were solid but down 21.6% compared to August 2018, which was boosted by WLTP certification timing factors. Other markets were also down including Europe (1.4%) and North America (9.0%, impacted by new engine introduction timing issues this month), and Overseas (24.7%, primarily softer sales in Korea and MENA).

Demand for the all-new Range Rover Evoque continued to strengthen (up 50.9% year-on-year) with sales just beginning in China, and sales of the Range Rover Sport increased by 6.4%. The Jaguar XJ saw an increase of 31.1% and sales of the all-electric Jaguar I-PACE also increased. Sales of other models were down year-on-year, including Land Rover Discovery Sport which reflects the run out of the prior model with the refreshed model ramping up.

Jaguar retail sales in August 2019 were 9,702 vehicles, down 17.8% year-on-year and Land Rover retained 24,474 vehicles, down 1.4% compared to August 2018.

Felix Brautigam, Jaguar Land Rover Chief Commercial Officer, said:

"While the global market remains challenging, we have seen a second month of consecutive growth in China.

For Jaguar, customer demand for the World Car of the Year-winning I-PACE continues to go from strength to strength, cementing the vehicle's position as one of the world's leading premium electric SUVs.

For Land Rover, the all-new Range Rover Evoque is now on sale. With its advanced technology based on the new PTA architecture and electrified drivetrains it is the most refined, most capable and most efficient compact Range Rover ever. The comprehensively re-engineered Land Rover Discovery Sport will be launched in China later this year further solidifying its position as a best-selling model.

We are confident that we have the right strategy in place to support long-term sustainable growth and are looking forward to revealing the new Land Rover Defender at the Frankfurt Motor Show – the rebirth of an icon."

Jaguar Land Rover retail sales for Fiscal 2019/20 year to date (April to August 2019) were 200,736, down 8.0% compared to the same period last year.

ENDS