



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**

October 1, 2019  
Sc no- 15642

Dear Sirs,

**Re: Press Release – Tata Motors Monthly Sales September 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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www.tatamotors.com CIN L28920MH1945PLC004520

**Tata Motors registered domestic sales of 32,376 units in September 2019**

*Remain agile to respond to a potential pick-up in demand; proactive actions result in low system inventory*

**Mumbai, October 1, 2019:** Tata Motors Limited today announced its sales in the domestic & international market, for the month of September 2019, which stood at 36,376 vehicles, compared to 69,991 units during September 2018.

**Domestic Sales Performance:**

	Sept '19	Sept '18	% Change	FY20	FY19	% Change
<b>Total Domestic Sales</b>	<b>32,376</b>	<b>64,598</b>	<b>-50%</b>	<b>226,333</b>	<b>339,352</b>	<b>-33%</b>

**Domestic - Commercial Vehicles:**

**According to Mr. Girish Wagh, President, Commercial Vehicles Business Unit, Tata Motors Ltd.,** *“With the ongoing subdued demand, we continued our focus on system stock correction by driving retail and aligning production. Retail sales are estimated to be ahead of wholesale by over 16% in September and over 27% in Q2, reducing the overall stock level to the lowest for the last 6 quarters. We are monitoring the impact of the relief package announced by the Government, and look forward to improved demand from revival in consumption and spend in infrastructure projects.”*

Category	Sept '19	Sept '18	% Change	FY20	FY19	% Change
M&HCV	5,082	16,239	-69%	42,331	77,163	-45%
I & LCV	3,528	5,465	-35%	22,000	26,492	-17%
SCV & Pick up	13,510	19,846	-32%	77,314	99,946	-23%
Passenger Carriers	2,159	4,619	-53%	21,845	28,886	-24%
<b>Total Domestic</b>	<b>24,279</b>	<b>46,169</b>	<b>-47%</b>	<b>1,63,490</b>	<b>232,487</b>	<b>-30%</b>
CV Exports	3,800	5,250	-27.6%	15,469	26,912	-42.5%
<b>Total CV</b>	<b>28,079</b>	<b>51,419</b>	<b>-45.4%</b>	<b>1,78,959</b>	<b>2,59,399</b>	<b>-31.0%</b>

Total MHCVs sales including MHCV Truck, Buses and International Business stood at 7,055 units compared to 19,441 units last year.

**Domestic - Passenger Vehicles:**

**According to Mr. Mayank Pareek, President, Passenger Vehicles Business Unit, Tata Motors Ltd.,** *“Towards the end of the month, there was an encouraging response in terms of customer foot falls. The customers have responded well to our festive offers as reflected in 11% more retail in September 2019 compared with August. However, the industry continued to decline in September.*

*Our focus continued to be on retail in line with our strategy of New Paradigm. In September 2019, our retail was 31% more than offtake as a result dealer stock came down by around 10%. During H1 of FY19, network stock has been reduced by 21%, lowest in last 10 quarters. This helped in rotation of dealer working capital and preparing the network for the upcoming festival season.*

*With continued focus on the retail capability enhancement, we have added 82 sales outlet and 3000+ sales executives in the system in this fiscal. Our new launches, Harrier Dark Edition and Nexon KRAZ+ received encouraging response. We are hopeful that the upcoming festival season will bring positive momentum in the market and we are prepared to embrace it.”*

Category	Sept '19	Sept '18	% Change	FY20	FY19	% Change
<b>Total PV</b>	<b>8,097</b>	<b>18,429</b>	<b>-56%</b>	<b>62,843</b>	<b>106,865</b>	<b>-41%</b>

-Ends-

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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>)