



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, 5<sup>th</sup> 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**

March 7, 2019  
Sc - 15359

Dear Sirs,

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

**Re: Press Release – Jaguar Land Rover February 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

  
H K Sethna  
Company Secretary

**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 L28920MH1945PLC004520



## CHINA CONTINUES TO IMPACT OVERALL PERFORMANCE DESPITE STRONG SALES GROWTH IN NORTH AMERICA AND THE UK

	February 2019	Change year-on-year	Apr 2018 – Feb 2019	Change year-on-year
Jaguar Land Rover	38,288	(4.1)%	502,020	(5.4)%
Jaguar	12,235	5.8%	155,936	3.8%
Land Rover	26,053	(8.1)%	346,084	(9.0)%

**Whitley, UK, 7 March 2019** – Jaguar Land Rover retail sales in February 2019 were 38,288 vehicles, down 4.1% compared to February last year. Strong sales of I-PACE, E-PACE, refreshed Range Rover and Range Rover Sport were offset by overall weak customer demand in China as well as the run out of the old Range Rover Evoque, with sales of the all new Evoque expected to ramp up over the coming months.

Retail sales were up significantly in North America (25.4%), UK (11.3%) and modestly higher in Europe (1.1%) but weaker market conditions continued to weigh on sales in China (down 47.6%).

Jaguar retail sales in February were 12,235 vehicles, up 5.8% year-on-year reflecting increased sales of E-PACE and the all-electric I-PACE which is celebrating having just won the prestigious European Car of the Year award.

Land Rover retailed 26,053 vehicles in February, down 8.1% year-on-year as strong sales of the refreshed Range Rover and Range Rover Sport were more than offset by the run out of the Evoque and lower sales of other models primarily impacted by the weaker conditions in China.

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

**“In the face of ongoing macro-economic challenges being felt by the automotive industry, particularly in China, our strong sales growth in North America, UK and Europe reflect continued demand for our exciting product line-up and two strong brands. Encouragingly, all three regions posted sales growth against an industry decline. In North America high customer demand even resulted in the region’s best ever February sales numbers.**

**“Demand for the sporty compact E-PACE and the all-electric I-PACE powered growth for the Jaguar brand in key regions. After many awards and media accolades from around the world seeing the I-PACE named European Car of the Year makes us very proud. This recognition highlights an appreciation for Jaguar’s innovation by automotive experts and customers alike – as it was in its founding years. We also expect a further boost with the refreshed XE coming to market now, which turned out almost like a new car and definitely worth a close look.**

**“Despite strong sales of the Range Rover and Range Rover Sport, we saw a dip in sales for the Land Rover brand during the month. However, we can expect improvement as we launch the all new refined, compact yet sophisticated Range Rover**



**Evoque with bold technology innovation, hybrid powertrain and space-efficient platform, pre-orders for which are promising.”**

Jaguar Land Rover total retail sales for the 11 months to 28 February 2019 were 502,020, down 5.4% compared to the same period last year.

**ENDS**

For further information, please contact:

**Natasha Kaur**

Senior Communications Officer

Corporate Affairs

M: +44 (0) 7469 021 100

E: [nkaur6@jaguarlandrover.com](mailto:nkaur6@jaguarlandrover.com)

**Joan Chesney**

Corporate Affairs Manager

M: +44 (0) 7467 448 229

E: [jchesney@jaguarlandrover.com](mailto:jchesney@jaguarlandrover.com)

**About Jaguar Land Rover**

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2018 Jaguar Land Rover sold 592,708 vehicles in 128 countries.

We support around 260,000 people through our retailer network, suppliers and local businesses. At heart we are a British company, with two major design and engineering sites, three vehicle manufacturing facilities and an engine manufacturing centre in the UK. We also have plants in China, Brazil, India, Austria and Slovakia.

From 2020 all new Jaguar Land Rover vehicles will offer the option of electrification, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer the latest diesel and petrol engines.