



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

June 7, 2018
Sc – 15067

Dear Sirs,

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

Re: Press Release - Jaguar Land Rover May 2018 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, contents of which are self-explanatory.

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

Yours Faithfully,
Tata Motors Limited

H K Sethna
Company Secretary

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DEMAND FOR NEW MODELS DRIVES MAY SALES GROWTH

	May 2018	Change year-on-year	Jan – May 2018	Change year-on-year
Jaguar Land Rover	48,281	6.1%	266,170	0.3%
Jaguar	14,507	6.6%	77,727	(2.7)%
Land Rover	33,774	6.0%	188,443	1.6%

Whitley, UK, 7 June, 2018 – Jaguar Land Rover today reported total retail sales of 48,281 vehicles in May 2018, up 6.1% year on year. The sales growth was primarily driven by the introduction of new models including the Range Rover Velar, the Jaguar E-PACE and the new Land Rover Discovery.

Retail sales for May were up significantly year-on-year in Overseas markets (24.0%), in the UK (20.9%) and in North America (16.7%) but down in Europe (8.7%) and in China (8.1%) as import duty reduction is resulting in deferred purchases in advance of the 1 July effective date.

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

“Strong demand for Land Rover vehicles drove our performance in May particularly in the US and UK. The new, award winning Range Rover Velar was an important contributor. Also our latest Range Rover and Range Rover Sport models, including plug-in hybrid options, have been performing particularly well in key markets.

“For Jaguar we’ve had very positive customer response and industry reviews about the innovative Jaguar I-PACE, our first battery electric vehicle. With deliveries starting this summer we expect demand to be strong. Sales for the Jaguar E-PACE also continue to ramp up and we look forward to retails of this exciting sporty compact SUV beginning in China in August.

“China is a key market for us and we welcome the reduction in import tariffs announced in May. Although there has been an initial drop in sales as customers weigh up what it means for them, all indications are that this will be temporary and the move mid-term will further strengthen demand.”

Jaguar retail sales were 14,507 vehicles in May, up 6.6% on April last year, thanks to the introduction of the E-PACE, partially offset by lower sales of F-PACE and other models.

Land Rover retailed 33,774 vehicles in May, up 6.0% year on year led by the introduction of Velar and the new Discovery, partially offset by lower sales of Evoque and Discovery Sport. Sales of the refreshed Range Rover and Range Rover Sport (including PHEVs) are still ramping up.

Jaguar Land Rover total retail sales for the calendar year to date were 266,170, up 0.3% year-on-year as the introduction of new models were offset by lower sales of more established models.

ENDS



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.

We employ more than 43,000 people globally and support around 240,000 more through our retailer network, suppliers and local businesses. Manufacturing is centred in the UK, with additional plants in China, Brazil, Austria and Slovakia.

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 2017 Jaguar Land Rover sold 621,109 vehicles in 130 countries, with more than 80 per cent of our vehicles being sold abroad.

Our innovation is continuous: we will spend in the region of £4.5 billion this year on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will be electrified, 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 ultra-clean petrol and diesel engines.