



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**

November 7, 2016  
Sc - 15247

Dear Sirs,

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

**Re: Press Release - Jaguar Land Rover October 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 above 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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**TATA MOTORS LIMITED**

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## PRESS RELEASE

### JAGUAR LAND ROVER ACHIEVES STRONG GLOBAL SALES IN OCTOBER

**Whitley, UK:** Jaguar Land Rover, the UK's leading manufacturer of premium luxury vehicles, today reported its best ever October retail sales of 46,325 vehicles, up 11% compared to October 2015. The month's performance has been driven by strong sales of the Land Rover Discovery Sport, Range Rover Evoque, Jaguar XF and the introduction of the Jaguar F-PACE, as well as strong year on year sales growth in China and Europe.

Jaguar Land Rover delivered solid retail sales growth across the majority of key regions for October year on year, with China up 39%, Europe up 25%, the UK and North America both up 8% but other overseas markets down 22%. Jaguar Land Rover sold 480,349 vehicles in the first ten months of 2016, 23% up on the same period in the prior year.

Commenting on the performance, Andy Goss, Jaguar Land Rover Group Sales Operations Director said: ***"With our most engaging product line up to date we are continuing to see positive sales momentum. Impressive performances across Europe and China have boosted our year-to-date sales to over 480,000 vehicles."***

Jaguar recorded its best October ever, with retail sales reaching 14,402 vehicles, up 93% on the previous year, reflecting the strong launch of the F-PACE and the introduction of the long-wheel base XFL in China. Calendar year-to-date sales for Jaguar were 117,768 up 74 % year-on-year.

Land Rover recorded October sales of 31,923 vehicles, down 6% year-on-year, as production of the Defender and Discovery ceased in January 2016 and August 2016 respectively. Sales of the all-new Discovery are expected to commence in Spring 2017. The best-seller for the month was the Discovery Sport, retailing 9,605 vehicles, up 34%, closely followed by the Range Rover Evoque, retailing 9,012 vehicles, up 17%. Calendar year-to-date sales for Land Rover reached 362,581 vehicles, 12% up on the prior year.

|                      | October | % increase<br>YOY | Jan –<br>October | % increase<br>YOY | 15/16<br>Financial<br>Year | % increase<br>YOY |
|----------------------|---------|-------------------|------------------|-------------------|----------------------------|-------------------|
| Jaguar<br>Land Rover | 46,325  | 11%               | 480,349          | 23%               | 521,571                    | 13%               |

|            |        |      |         |     |         |     |
|------------|--------|------|---------|-----|---------|-----|
| Jaguar     | 14,402 | 93%  | 117,768 | 74% | 94,449  | 23% |
| Land Rover | 31,923 | (6%) | 362,581 | 12% | 427,122 | 11% |

*ENDS*

**Notes to editors:**

- Jaguar Land Rover is the largest automotive manufacturer in Britain;
- Over the past five years, Jaguar Land Rover has doubled sales and employment, more than tripled turnover, and invested over £12 billion in new product creation and capital expenditure;
- With a balanced regional distribution of sales, in 2015, Jaguar Land Rover sold 487,065, up 5% year-on-year. Of that, Jaguar sold 83,986 vehicles and Land Rover sold 403,079 vehicles;
- Jaguar Land Rover will invest over £3 billion in its products and facilities in Fiscal 2015 /16;
- Jaguar Land Rover is one of the UK's largest exporters and generates over 80% of its revenue from exports.

Date: November 7, 2016