



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**

October 7, 2016  
Sc - 15215

Dear Sirs,

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

**Re: Press Release - Jaguar Land Rover September 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

7 October 2016

## JAGUAR LAND ROVER ACHIEVES STRONG GLOBAL SALES IN SEPTEMBER

**Whitley, UK:** Jaguar Land Rover, the UK's leading manufacturer of premium luxury vehicles, today reported its best ever September retail sales of 61,047 vehicles, up 28% compared to September 2015. The month's performance has been driven by strong sales of the Land Rover Discovery, Discovery Sport, the Range Rover Evoque and the Jaguar F-PACE, as well as solid sales in China.

Jaguar Land Rover delivered solid retail sales growth across all key regions year on year, with China up 50%, Europe up 32%, UK up 30%, North America up 23% and other overseas markets up 3%. Jaguar Land Rover sold 434,025 vehicles in the first nine months of 2016, 24% up on the same period in the prior year.

Commenting on the performance, Andy Goss, Jaguar Land Rover Group Sales Operations Director said: ***"September is always an important month for the automotive industry and we are proud of our results. Performance was strong in China and Europe, where collectively we sold almost 23,000 cars this month alone."***

***"With the new Discovery launched in Paris this month and sales starting for the first locally-built Jaguar in China – the XFL, our British line-up continues to expand and delight in markets across the world."***

Jaguar recorded its best September ever, with retail sales reaching 17,640 vehicles, up 70% on the previous year, reflecting the strong launch of the F-PACE as well as continued solid sales of the XE. Calendar year-to-date sales for Jaguar were 103,366 up 72% year-on-year.

Land Rover strengthened its position as a world-leading manufacturer of all-terrain SUVs, with its strongest ever September sales of 43,407 vehicles, up 17% year-on-year. The strong sales were led by the Discovery Sport, retailing 12,838 vehicles, up 50% compared to last September, and Range Rover Evoque retailing 11,761 vehicles, up 53%. Calendar year-to-date sales for Land Rover reached 330,659 vehicles, 14% up on the prior year.

|                      | <b>September</b> | <b>% increase<br/>YOY</b> | <b>Jan –<br/>September</b> | <b>% increase<br/>YOY</b> | <b>15/16<br/>Financial<br/>Year</b> | <b>% increase<br/>YOY</b> |
|----------------------|------------------|---------------------------|----------------------------|---------------------------|-------------------------------------|---------------------------|
| Jaguar<br>Land Rover | 61,047           | 28%                       | 434,025                    | 24%                       | 521,571                             | 13%                       |
| Jaguar               | 17,640           | 70%                       | 103,366                    | 72%                       | 94,449                              | 23%                       |
| Land Rover           | 43,407           | 17%                       | 330,659                    | 14%                       | 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.