

TATA MOTORS



Company Information

Name: Tata Motors Limited

Founded Year: 1945

Parent Company: Tata Group

Headquarters: Mumbai, Maharashtra, India

Industry: Automotive

Current Chairman: Mr. Natarajan Chandrasekaran



BHARAT RATNA

J.R.D. TATA

29 JULY 1904 – 29 NOVEMBER 1993

Introduction

- Tata Motors Limited, established in 1945 as part of the Tata Group, is a leading global automobile manufacturer. The company offers a diverse portfolio of vehicles, including cars, utility vehicles, pick-ups, trucks, and buses.
- Tata Motors has manufacturing facilities in India located in Jamshedpur, Lucknow, Pantnagar, Dharwad, Sanand, and Pune. Internationally, the company has plants in Argentina, South Africa, Thailand, and the United Kingdom.
- Tata Motors stock price 23 Jan 2025 The stock closed at 759.95 per share.

Evolution of Tata Motors

1946 within just a year of establishment, Tata Motors (then TELCO) won its first contract to manufacture 950 steam road rollers.

1948

- Founded as Tata Engineering and Locomotive Company Limited (TELCO) by Mr. J.R.D. Tata.

1954

- Collaborated with Daimler-Benz AG to launch the first commercial vehicle roadroller.

1988

- Manufactured the first passenger vehicle, TataMobile 206.

1991

- Introduced the sports utility vehicle called Tata Sierra.

1998

- Launched the first passenger car in India, Tata Indica.

1999

- Formed a joint venture with Mercedes-Benz to manufacture luxury sedans, the Mercedes Benz E-Class.

2000

- Changed its name to Tata Engineering Limited.

2003

- Tata Engineering Limited was renamed Tata Motors Limited.

2004

- Acquired Daewoo Commercial Vehicle Company from South Korea.
- Listed on the New York Stock Exchange.
- Produced the 3 millionth passenger vehicle.

2006

- Formed a joint venture with Marcopolo (Brazil) to create Tata Marcopolo Bus.

2008

- Purchased luxury car and SUV brands from Ford Motors.
- Launched the world's cheapest car, Tata Nano.

2010

- Acquired an Italian firm, Trilix, with 80% shareholding.

2016

- Ranked 226 in the Fortune Global 500 list, becoming one of the largest corporations globally.

2018

- Sold its aerospace and defense business to Tata Advanced Systems (Tata Sons' subsidiary).

Recent Developments in 2024

March 2024

- **MoU Signed:** Tata Motors and Tamil Nadu Government to invest ₹9,000 crores in vehicle manufacturing.
- **EV Incentives:** Requested Government of India to extend EV incentives for 3 years under FAME scheme.
- **Demerger:** Board approved splitting Tata Motors Limited into two listed entities, increasing share price by 8% (₹1,000 to ₹1,065.60).

January 2024

- **Fleet Edge Milestone:** Over 5 lakh commercial vehicles connected with Fleet Edge App.
- **EV Manufacturing:** Production commenced at Gujarat facility.
- **Sales Growth:** 1% YoY increase in global wholesale (98,679 units).
- **Share Price Rise:** Increased by 2% to ₹901.90 due to higher sales.

February 2024

- Sales Performance:
- Passenger vehicles: **51,321 units (9% YoY increase).**
- Commercial vehicles: **35,085 units (4% YoY decline).**

Partnerships:

- Signed MoU with Bandhan Bank for commercial vehicle financing.
- Partnered with UN-backed Lead IT for net-zero emission transition.
- Financials (Q3 FY2024):
- Revenue up by **25%**; EBITDA up by **60.6%**.
- **470%** return on share price over **5 years**.

2025

Tata Motors unveiled several new vehicles, including the **Harrier.ev**, the **Sierra**, and the **Avinya X concept**. Tata Motors also updated the **Tiago**, **Tiago.ev**, and **Tigor** models.

Model	Units Sold in November 2024	Units Sold in November 2023	Y-O-Y Growth
Tata Punch	15,435	14,383	7%
Tata Nexon	15,329	14,916	3%
Tata Tiago	5,319	5,508	-3%
Tata Curvv	5,101	-	-
Tata Altroz	2,083	4,955	-58%
Tata Safari	1,563	2,207	-29%
Tata Harrier	1,374	2,326	-41%
Tata Tigor	859	1,775	-52%

Global market position and company valuation

- **Market Capitalization:** As of January 2025, Tata Motors' market capitalization is approximately \$33.21 billion USD (₹2.850 trillion), ranking it as the 589th most valuable company globally.
- **Indian Passenger Vehicle Market Share:** In the fiscal year 2024, Tata Motors held a 14% share of the Indian passenger vehicle market, making it the third-largest seller in this segment.
- **Future Market Share Goals:** The company aims to increase its market share in the Indian passenger vehicle sector to 18-20% by 2030.
- **Electric Vehicle (EV) Expansion:** Tata Motors plans to expand its EV portfolio by introducing models such as the Curvv.ev and Harrier.ev in FY25, followed by the Sierra.ev and Avinya in FY26.

Performance in the Indian automotive market

Overall Sales:

- Tata Motors sold **562,468** passenger vehicles in 2024, marking a **2%** increase from 2023.

Autocar Pro

- **Top-Selling Model:** The Tata Punch emerged as the highest-selling vehicle, with over **202,000** units sold, surpassing traditional leaders like Maruti Suzuki's Wagon R.
- **December 2024 Sales:** In December, the company sold **15,073** units of the Punch and **13,536** units of the Nexon.

V3Cars

- **Electric Vehicle (EV) Segment:** Tata Motors maintained its leadership by selling **68,980 EVs in 2024**, slightly up from **68,700 units in 2023**.
- Their market share in the EV sector decreased from **73%** to **62%** during the same period, indicating increased competition.

Product Profile

Passenger Cars & Utility Vehicles

- Tata Sumo/Spacio
- Tata Safari
- Tata Indica
- Tata Indigo
- Tata Winger
- Tata Magic
- Tata Nano
- Tata Xenon XT
- Tata Xover (2009)
- Tata Manza (2009)

Commercial Vehicles

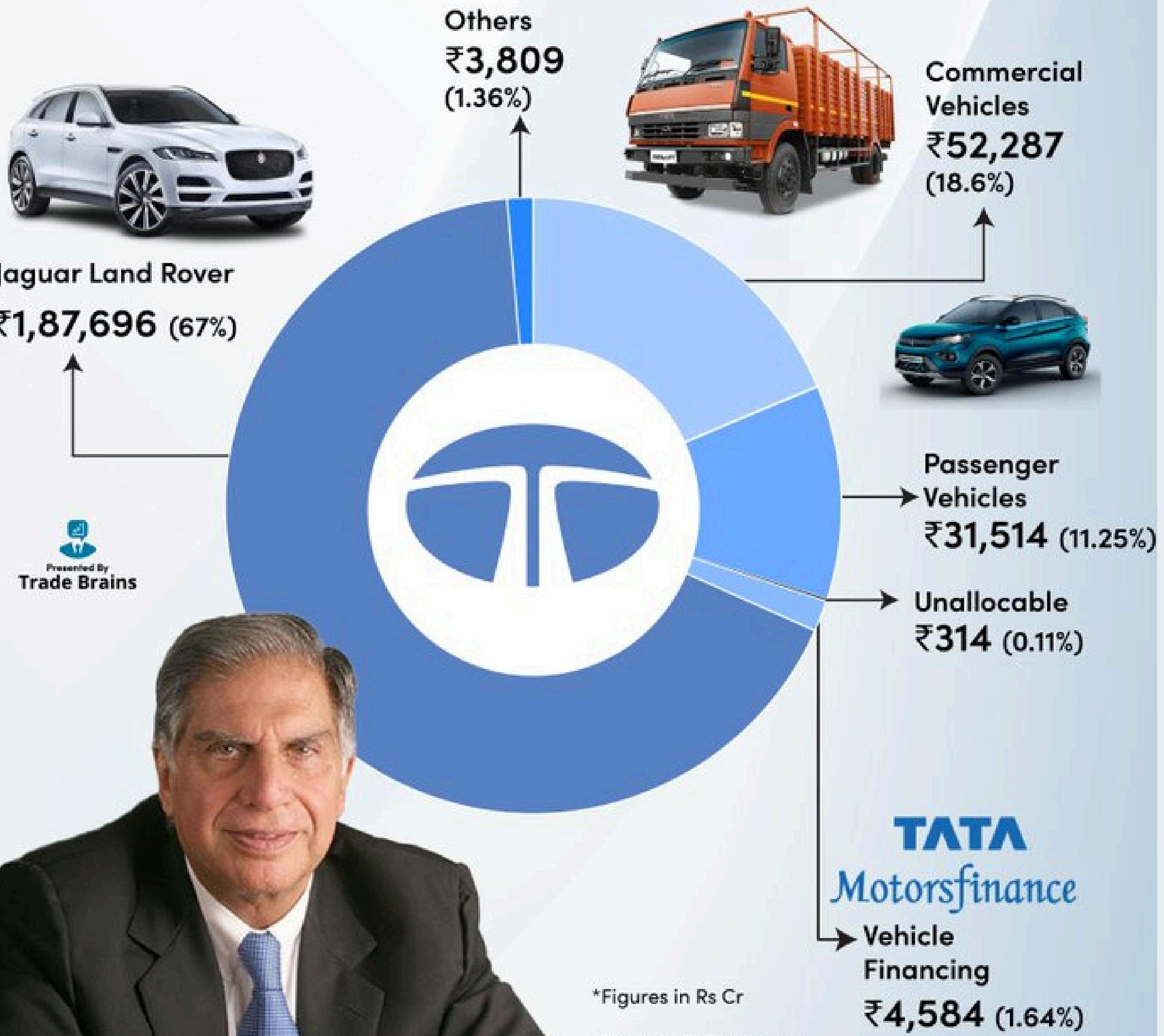
- Tata Ace
- Tata Starbus
- Tata Globus
- Tata Marcopolo Bus
- Tata Novus
- Tata 407 EX

Military Vehicles

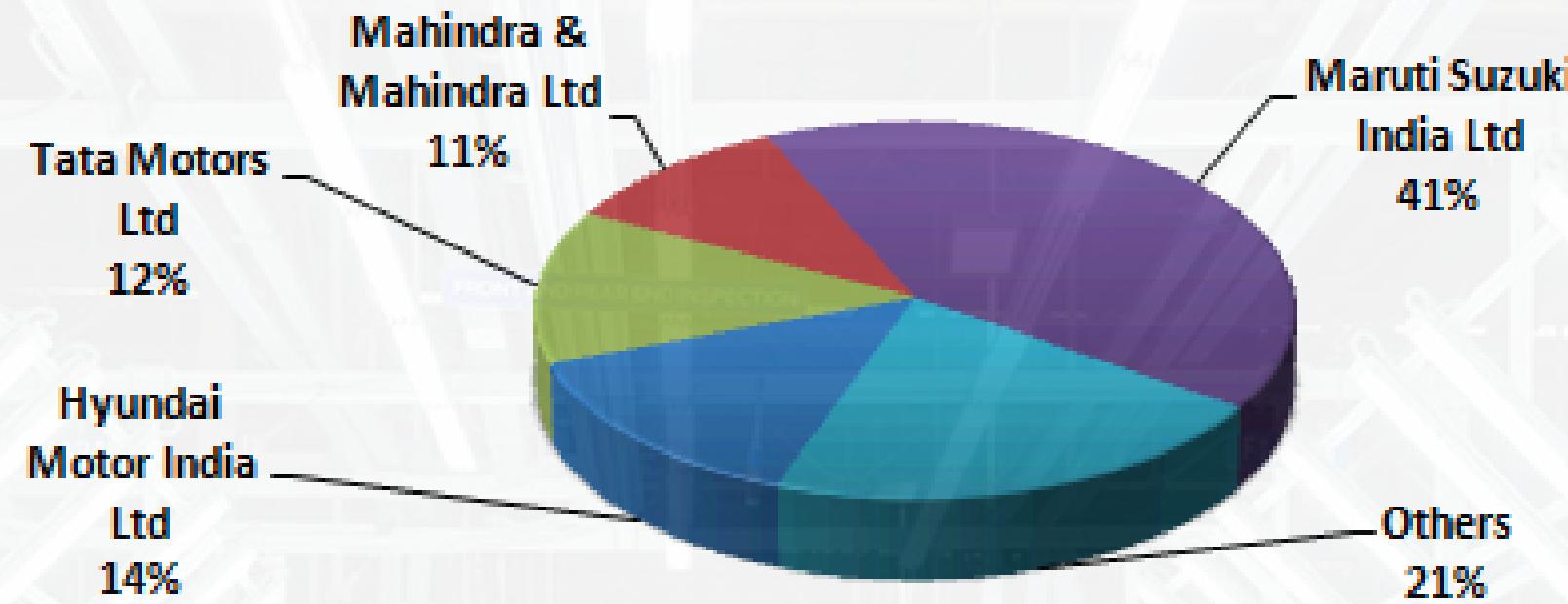
- Tata LSV
- Tata 407 Troop Carrier
- Tata Winger Passenger Mini Bus



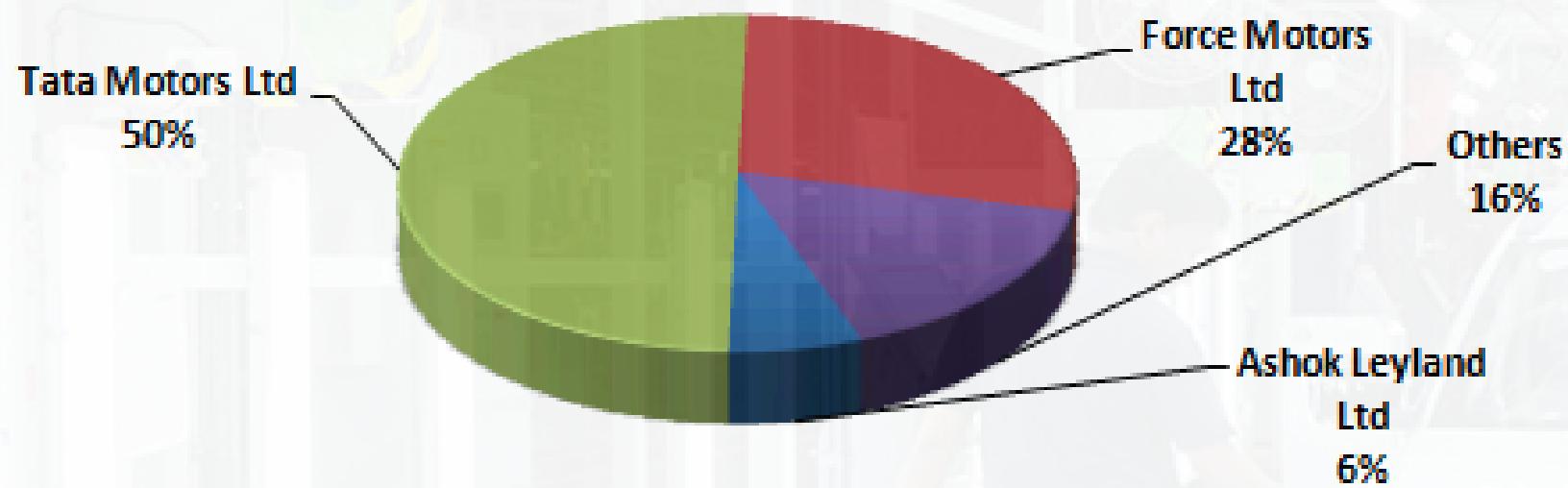
Presented By
Trade Brains



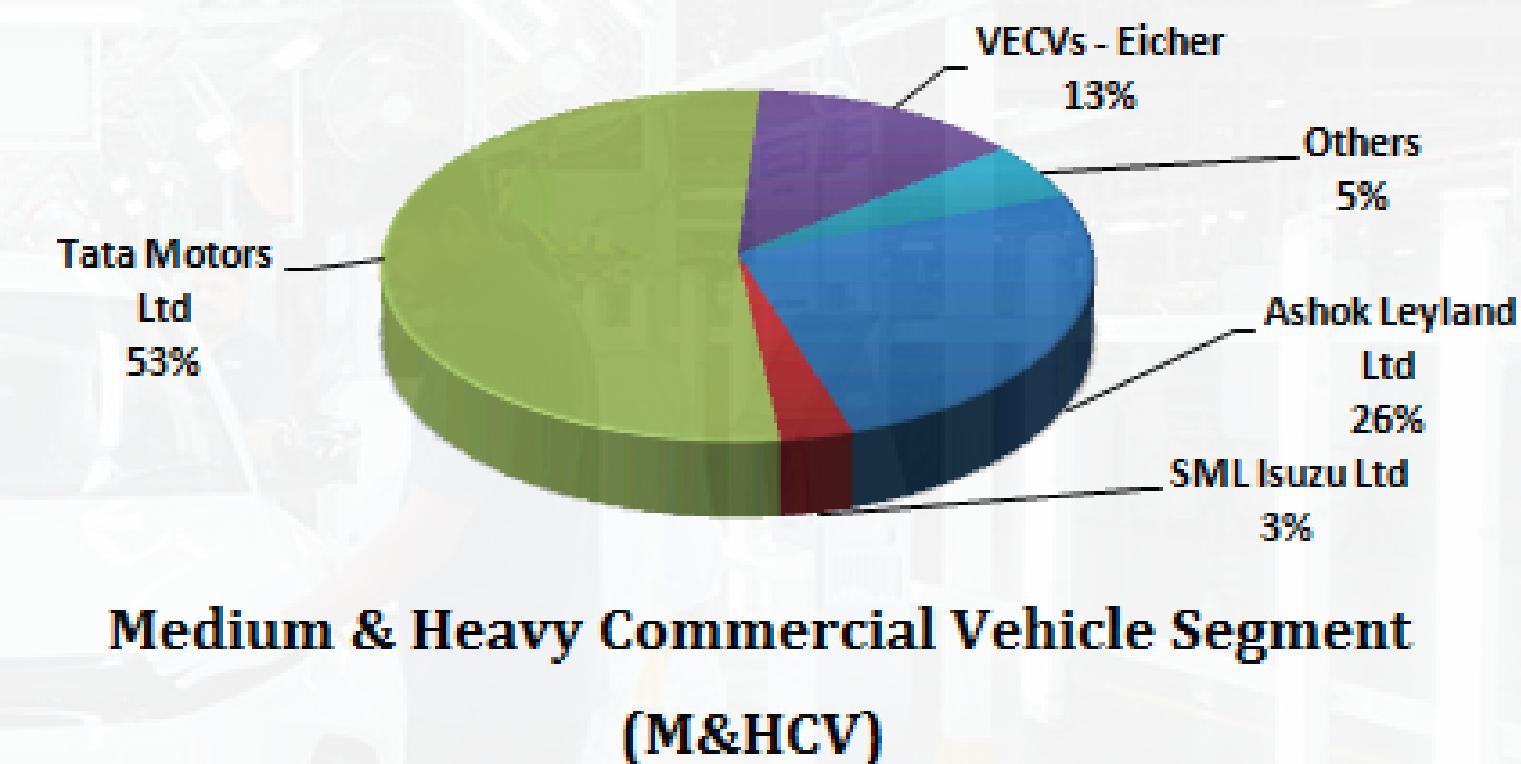
Tata Motors: Leadership in Commercial Vehicle Segments and Strong Presence in Passenger Vehicles



Passenger Vehicle Segment

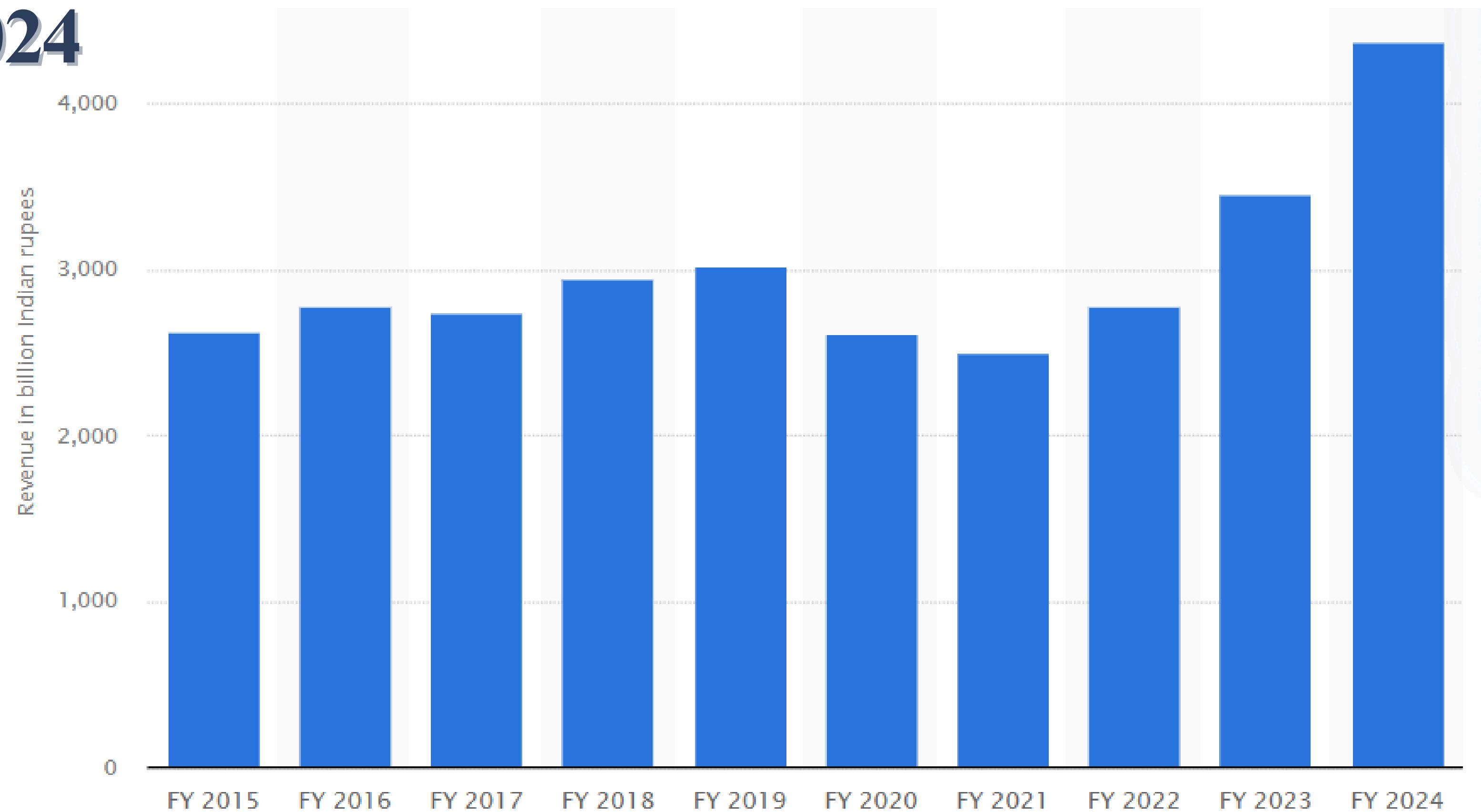


Light Commercial Vehicle Segment
(LCV)



Medium & Heavy Commercial Vehicle Segment
(M&HCV)

Total revenue of Tata Motors from financial year 2015 to 2024



Challenges

- Tata Motors relies heavily on its sales in India.
- Tata Motors now faces stiff competition from fellow compatriots like Mahindra, Maruti, as well as multinational brands like Toyota and Chevrolet.
- It has faced controversy over developing the ‘Nano’.
- Ashok Leyland, Tata's biggest competitor in the Indian heavy commercial vehicle market.

Awards

- India's Most Trusted Car Brand.
- 'Golden Peacock Environment Management Award' in 2003.
- Forbes Global 2000 list for the year 2005 - Tata Motors ranked at 1215.
- Tata Motors bagged the prestigious 'CII-EXIM Bank Award' for business excellence in 2005.
- Tata Motors bagged the National Award for Excellence in Cost Management in 2006.
- Tata Motors - Investor Relations, ranked first in India in 2008.

Joint Ventures & Acquisitions

- In 2004, the acquisition of Daewoo Commercial Vehicle of South Korea.
- In 2005, Hispano Carrocera – Spanish bus manufacturing company.
- In 2006, TML formed a 51:49 Joint Venture with Marcopolo, a Brazil-based global leader in bus body building.
- In 2007, TML also formed a joint venture with Fiat.
- In 2008, the acquisition of British Jaguar Land Rover (JLR) business.

Thank You