

Company – Executive Briefing

1. Executive Summary:

Tata Motors Limited (TML) is a globally present Indian multinational automotive manufacturer, established as part of the Tata Group in 1868, India's largest business conglomerate. As India's largest manufacturer of trucks and buses, TML is also a pioneer in eco-friendly mobility. The company's diverse portfolio spans commercial, passenger, electric, and luxury vehicles, with a strategic focus on innovation and sustainability.

2. Key Offerings & Business Segments:

Commercial vehicles (trucks and buses)

Passenger vehicles

Electric vehicles

Luxury vehicles

3. Strategic Direction & Initiatives:

Focus on the "Future of Mobility" and continuous innovation.

Pioneering and embracing "clean mobility" and electric vehicles.

Commitment to Corporate Responsibility, including "Planet resilience" and "Working with communities."

Emphasis on Environmental, Social, and Governance (ESG) principles.

4. Market Positioning & Target Audience:

Tata Motors is positioned as India's largest manufacturer of commercial vehicles (trucks and buses) with a significant global footprint. The company targets a broad audience, encompassing commercial and public transport operators, private consumers for passenger vehicles, and increasingly, buyers of eco-friendly and luxury automotive solutions.