

# Company – Executive Briefing

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## 1. Executive Summary:

Tata Motors Limited is India's largest manufacturer of trucks and buses, holding a significant global presence as part of the Tata Group. The company's core business encompasses a diverse portfolio of automotive products, including commercial, passenger, electric, and luxury vehicles. It is positioned as a pioneer in eco-friendly mobility within India and a leader in enhancing safety and performance across cargo and public transport segments.

## 2. Key Offerings & Business Segments:

Commercial Vehicles

Passenger Vehicles

Electric Vehicles

Luxury Vehicles (including implied operations like Jaguar Land Rover via investor information)

## 3. Strategic Direction & Initiatives:

Advancing the "Future of Mobility" through innovation.

Pioneering and embracing clean/electric mobility solutions.

Fostering sustainability across operations, including planet resilience and community engagement (ESG focus).

Continuous innovation in product development and manufacturing processes.

Prioritizing enhanced safety and performance standards for its vehicle portfolio.

## 4. Market Positioning & Target Audience:

Tata Motors holds a dominant market position as India's largest manufacturer of commercial vehicles and is a key player in the global automotive sector, including luxury segments. The company primarily targets a broad customer base comprising individual consumers for passenger, EV, and luxury vehicles, alongside commercial enterprises and public transport operators globally.