

TATA MOTORS PASSENGER VEHICLES UNVEILS

TATA.CARS

Inspired by the limitless ambitions of a young India, launches a bold new brand identity with the promise: 'Nothing's Too Far'

Mumbai, August 27, 2026: Tata Motors Passenger Vehicles Ltd. (TMPV) today unveiled **TATA.CARS**, its new consumer-facing global brand identity, together with its promise, '**Nothing's Too Far**'. Inspired by the conviction that sees mobility as a pathway to opportunity, adventure and self-expression, **TATA.CARS** is built on a simple belief: that mobility should help people go further, dream bigger, and unlock what is possible.

TATA.CARS brings together TMPV's expanding passenger vehicle portfolio under a bold, future-focused brand shaped by the trust of more than seven million customers. Reflecting the Company's remarkable evolution, from creating iconic vehicles and setting new benchmarks in safety to making electric mobility mainstream and building one of India's strongest SUV portfolios, it signals TMPV's next leap forward in shaping smarter, greener and more connected mobility experiences.

Unveiling the new identity, **Mr. Shailesh Chandra, MD & CEO, Tata Motors Passenger Vehicles Ltd**, said:

"For decades, we have grown alongside India's aspirations, helping make the future more accessible through meaningful innovation. From India's first indigenous car to pioneering electric mobility and making safety mainstream, we have consistently challenged limits and expanded possibilities for millions of customers. Yet, we believe our boldest ambitions remain ahead of us.

*Today, we proudly introduce **TATA.CARS**. More than a new brand identity, it is a declaration of intent for the future we envision. Anchored in the promise, '**Nothing's Too Far**', it conveys our belief that mobility should open doors, embrace possibilities and empower people to get closer to what matters most to them. As the world moves towards a more connected, intelligent and sustainable future, **TATA.CARS** will continue creating breakthrough products, experiences and ecosystems that help customers unlock new possibilities and pursue their ambitions without limits."*

Rooted in optimism, innovation and progress, **TATA.CARS** embodies TMPV's ambition to shape the future of mobility for a new generation. While the expression is new, the foundations remain unchanged: the trust of millions of customers, an unwavering commitment to safety and quality, and a belief that mobility can be a powerful force for personal and societal progress.

WHY TATA.CARS?

Built on the belief that the strongest brands are often the simplest, **TATA.CARS** is a name that is intuitive, globally relevant and deeply familiar to customers.

Across India, generations of customers have described our vehicles simply as a "Tata car". The new identity formally embraces a name that customers have already made their own while providing a clear and unified expression of the Company's complete passenger vehicle portfolio.

Spanning hatchbacks, sedans, premium SUVs, electric vehicles and future mobility solutions, **TATA.CARS** creates a single, future-ready master brand designed to evolve alongside changing customer expectations and emerging mobility technologies.

A BRAND BUILT ON POSSIBILITY

At the heart of the new identity is the promise: **'Nothing's Too Far.'**

Indian consumers now see mobility not simply as ownership, but as an enabler of greater ambitions. **Nothing's Too Far** reflects this spirit — the belief that no barrier should stand between people and their aspirations.

For Tata Motors Passenger Vehicles, this is not a new belief. It has guided the Company's approach to innovation for decades — from developing India's first indigenously engineered passenger car, to making five-star safety a mainstream consideration, to helping make electric mobility practical and accessible by not only introducing vehicles but also creating the entire ecosystem for Indian consumers.

Together, **TATA.CARS** defines what the brand does, while **Nothing's Too Far** defines why it exists.

A DISTINCTIVE BRAND WORLD

The **TATA.CARS** identity is a comprehensive visual, verbal and sonic ecosystem designed to create a distinctive and consistent brand experience across every customer touchpoint.

At the centre of this world is Parallel Pathways. Inspired by the parallel geometry of the TATA 'T' and the lines that guide us on roads, it represents the many journeys people take through life. Every person has a different ambition, a different destination, and a different path, but all those journeys move forward. That's what Parallel Pathways stands for: different journeys, one direction — progress.

The identity system also introduces:

- **Ambition Blue** — A contemporary evolution of Tata's iconic blue, representing optimism, confidence and forward momentum.
- **Parallel Display** — A bespoke bold typeface.
- A unique sonic identity that evokes victorious energy.

Together, these elements create a dynamic identity system designed to evolve with customers, products and the future of mobility.

DELIVERING A CONSISTENT AND ELEVATED CUSTOMER EXPERIENCE

Customers will experience the **TATA.CARS** identity across all consumer-facing platforms, including digital channels, retail environments, service touchpoints and brand communications.

The objective extends beyond visual identity. **TATA.CARS** seeks to create a more connected, consistent and seamless experience across every stage of customer engagement, from discovery and purchase to ownership and future mobility services.

Whether a customer is buying their first vehicle, upgrading to a premium SUV or embracing electric mobility, the experience will be anchored in one unified brand philosophy focused on delivering meaningful innovation and greater value.

WHAT REMAINS UNCHANGED

While the brand expression evolves, the foundation of the business remains unchanged.

Tata Motors Passenger Vehicles Ltd. remains the legal entity and will continue to be used in statutory, regulatory and investor communications. The iconic ellipse on the vehicle remains unchanged, as do the Company's product brands and enduring commitment to safety, quality, innovation and engineering excellence.

The launch of **TATA.CARS** represents an evolution in how Tata Motors Passenger Vehicles Ltd. expresses its legacy for the next generation of customers, while remaining firmly anchored in the trust that millions have placed in the Tata name.

Guided by the belief that **Nothing's Too Far**, the brand will continue building products, services, experiences and ecosystems that empower customers to unlock possibilities and move their lives forward.

— Ends —

About Tata Motors Passenger Vehicles Ltd.

Part of the USD 180 billion Tata Group, Tata Motors Passenger Vehicles Ltd. (the Company*, BSE: Scrip code 500570; NSE: Scrip code TMPV) is one of India's leading automobile manufacturers, offering a diverse portfolio of cars and SUVs renowned for their design, safety, and performance. The Company delivers multi-powertrain options, advanced connected technologies, and intelligent personal mobility solutions. Known for its innovation, reliability, and engineering prowess, the Company is at the forefront of India's electric vehicle revolution, accelerating the nation's shift toward sustainable mobility. It continues to drive progress across zero emission, connected, and future ready mobility solutions, supported by robust design and R&D capabilities.

*In terms of a Composite Scheme of Arrangement sanctioned by the Hon'ble National Company Law Tribunal, Mumbai Bench, the name of the Company was changed from Tata Motors Limited to Tata Motors Passenger Vehicles Limited w.e.f. October 13, 2025.

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