

TATA MOTORS PASSENGER VEHICLES LAUNCHES**THE ALL-NEW TATA OSPREY IN SOUTH AFRICA,****STARTING AT R249,900****Unveils new customer-facing global brand identity, TATA.CARS**

Johannesburg, September 4, 2026 – Tata Motors Passenger Vehicles Ltd (TMPVL), one of India's largest automotive manufacturers, in partnership with Motus Holdings, South Africa's foremost automotive group, announced the launch of the highly anticipated **Tata Osprey** (known internationally as the Tata Nexon) in the South African market. A name inspired by a bird known for its vision, strength and adaptability, and one that is at home across South Africa's diverse landscapes, the Tata Osprey will be available at a starting price of **R249,900**, across authorized TMPVL dealerships in South Africa.

Adding to the significance of the occasion, TMPVL also formally unveiled its new global, customer-facing brand identity, **TATA.CARS**, in South Africa. 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. At the heart of this new identity is its brand promise - '**Nothing's Too Far**'. With this, TATA.CARS brings TMPVL's expanding passenger vehicle portfolio together under a bold, future-focused identity, shaped by the trust of more than seven million customers globally.

Commenting on the launch, Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd., said:

"TMPVL's international business is on a strong growth trajectory, and our return to the South African market has been an important part of this journey. After introducing four dynamic models here last year, we are delighted to return with not just a standout product – the Tata Osprey – but also our new global brand identity, TATA.CARS, which reflects our ambition for the future built on the belief that 'Nothing's Too Far'.

The Osprey, known globally as the Tata Nexon was the India's highest-selling SUV for three consecutive financial years (FY22 to FY24). It has enabled comfortable, safe and enjoyable journeys for over 1.1 million families, establishing itself as one of India's most iconic nameplates. Its success has been built on our relentless focus on raising the bar in safety, technology and design, while keeping innovation accessible to a wider set of customers. Few vehicles have combined this level of sustained market leadership for nearly a decade. We are delighted to bring this iconic SUV to South Africa with a new identity, opening new possibilities for our customers here."

Reaffirming TMPV's commitment to the South African Customers, Mr. Yash Khandelwal, Head, International Business, Tata Motors Passenger Vehicles Ltd. said,

"The Osprey carries forward a strong legacy of leadership. Its unique blend of mass appeal, aspiration and capability makes it a compelling proposition for customers across markets. We are delighted to bring the Osprey to South Africa in four variants, offering customers a wide range of choices across features and price points. With its compelling design, class leading performance and safety, the Osprey is made to seamlessly adapt to diverse lifestyles and needs. We are confident that it will resonate strongly with our South African customers and establish a new benchmark in its segment."

Addressing the gathering, Mr. Thato Magasa, CEO – Tata Motors Passenger Vehicles South Africa said,

"We are excited to welcome the Tata Osprey to the South African market. As we continue to strengthen TMPV's product portfolio and bring compelling new offerings to our customers, we are confident that the Tata Osprey's distinctive design, advanced technology and strong safety credentials will make it a compelling choice for South African customers. Additionally, the introduction of TATA.CARS further strengthens this momentum by bringing a bold new global identity to the brand as we continue to expand our presence in South Africa."

ABOUT TATA OSPREY

The Tata Osprey delivers a compelling blend of premium design, advanced safety, intelligent technology, and everyday comfort, making it one of the most feature-rich offerings in its segment. Featuring a Panoramic Sunroof, Bi-LED headlamps, LED DRLs and X-Graphic Full LED Taillights, stylish 16-inch alloy wheels, and a bold SUV stance, it turns heads wherever it goes.

Inside, the cabin elevates every journey with fully Automatic Climate Control, Cooled Glove Box, and a spacious, thoughtfully designed interior. Technology takes centre stage with a 26.03 cm Digital Instrument Cluster, Wireless Charger, Push-button start with passive entry, Cruise Control, Touch-based control panel, and A-type and C-type USB charging ports.

The Tata Nexon was the first made in India car to achieve the coveted GNCAP 5-star, and the Osprey continues carry its safety legacy. With 6 airbags, Electronic Stability Program (ESP), Tyre Pressure Monitoring System (TPMS), front parking sensors, Auto headlamps, Rain-sensing wipers, a 360° HD Surround View System with Blind View Monitor, and a robust safety architecture that inspires confidence on every drive, the Osprey continues to set benchmarks wherever it goes.

The Tata Osprey will be launched in four variants in South Africa.

Model range and pricing

Variants	Price
Tata Osprey Smart+ MT	R249,900
Tata Osprey Smart+ DCA	R279,900
Tata Osprey Creative DCA	R309,900
Tata Osprey Creative+ PS DCA	R329,900



ABOUT 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 generations, 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.

With introduction of Nexon to the product line up in South Africa alongside the Harrier, Curvv, Punch and Tiago (launched last year), TMPVL is committed to growing its footprint and introducing innovative mobility solutions in the market.

— 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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To know more, please visit <https://tata.cars>; also follow us on X: https://x.com/tata_cars

About Motus

Motus is multi-national provider of automotive mobility solutions and vehicle products and services, delivering over 75 years of steady growth and reliable value creation. Our leading market presence in South Africa is enhanced by selected international offerings in the United Kingdom, Australia, Asia and Southern and East Africa.

Motus employs over 20,000 people globally and is a diversified (non-manufacturing) business in the automotive sector. Motus is South Africa's leading automotive group, with unrivalled scale and scope across the automotive value chain.

Motus offers a differentiated value proposition to Original Equipment Manufacturers (OEMs), customers and business partners with a business model that integrates our four business segments: Import and Distribution, Retail and Rental, Mobility Solutions and Aftermarket Parts, providing multiple customer touchpoints that support resilience and meet customers' mobility needs across the vehicle ownership cycle.

Motus has long-standing importer, distribution and retail partnerships with leading OEMs, representing some of the world's most recognisable brands. We provide automotive manufacturers with a highly effective route-to-market and a vital link between the brand and the customer throughout the vehicle's lifecycle. In addition, we provide accessories and aftermarket automotive parts for out-of-warranty vehicles, and the Mobility Solutions business sells value-added products and services to customers, including non-insurance and insurance products, bank alliances, consumer mobility solutions, and fleet services.

For further information, visit www.motus.co.za