BSE Limited
First Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort
Mumbai 400 001
Kind Attn: Mr Khushro A. Bulsara
General Manager & Head
Listing Compliance & Legal Regulatory

National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No.C/1, G Block
Bandra-Kurla Complex
Bandra (East), Mumbai 400 051
Kind Attn: Mr Hari K, Vice President

February 27, 2015
Sc-15551

Dear Sirs,

Ref: ISIN: INE155A01022 – Ordinary Shares
IN9155A01020 – 'A' Ordinary Shares
Debt Securities on WDM Segment (NSE& BSE)

Sub: Tata Motors announces initiatives for enhancing competitiveness

Pursuant to Clause 36 of the Listing Agreement, attached please find a Press Release on the subject which is self-explanatory.

Yours faithfully,
Tata Motors Limited

H K Sethna
Company Secretary

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TATA MOTORS

for immediate use **PRESS RELEASE**

Tata Motors announces initiatives for enhancing competitiveness

Mumbai, February 27, 2015: In continuation of its steps to respond to an increasingly competitive business environment and macro-economic pressures that have resulted in depressed growth of the commercial vehicle and passenger car businesses in India, Tata Motors today announced new initiatives designed to enhance the Company's competitiveness. The people initiatives will extend to all categories of employees, including workmen and the managerial cadres. Key focus areas will include productivity benchmarking, cost optimization and job enrichment, for a more effective and efficient organizational structure aligned to market demand.

As a part of these initiatives, the Company has announced a Voluntary Retirement Scheme (VRS), presently intended for the workmen. In keeping with Tata Motors' practices, a generous benefits package will be offered to employees who opt for the scheme, including a monthly payout (Basic + DA) that begins at the date of separation till the employee turns 60 years of age, thus ensuring an assured monthly income as opposed to just a one-time payment of a single amount. A unique feature of the offer is also the provision of a medical insurance cover for a period of 10 years post separation. These are in addition to normal retiral benefits such as PF, gratuity, superannuation (if applicable), encashment of unavailed leaves, LTA due but not claimed, etc.

The Company's people initiatives will complement the strong product portfolio it has announced till 2020, including the launch every year of two new products for its passenger vehicle business, and several new products and variants for its commercial vehicles business. The Company is determined to meet these plans by creating a strong, robust, global and customer-centric organization that is able to compete effectively while ensuring a strong future for its people.

- Ends –

Tata Motors Limited
Bombay House 24 Homi Mody Street Fort Mumbai 400 001
Tel 91 22 6665 8282 Fax 91 22 6665 7799 www.tatamotors.com

CINL28920MH1945PLC004520

TATA MOTORS

for immediate use **PRESS RELEASE**

About Tata Motors

Tata Motors Limited is India's largest automobile Company, with consolidated revenues of INR 2,32,834 crores (USD 38.9 billion) in 2013-14. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand, South Africa and Indonesia. Among them is Jaguar Land Rover, the business comprising the two iconic British brands. It also has an industrial joint venture with Fiat in India. With over 8 million Tata vehicles plying in India, Tata Motors is the country's market leader in commercial vehicles and among the top in passenger vehicles. Tata cars, buses and trucks are being marketed in several countries in Europe, Africa, the Middle East, South Asia, South East Asia, South America, CIS and Russia.

For further information, please contact:

Tata Motors, Corporate Communications:

Ms. Minari Shah

Email: minari@tatamotors.com

Phone: 022-66657289