The Bombay Stock Exchange Limited
First Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort
Mumbai 400 001
Kind Attn : Mr Mokashi, DCS – CRD
Fax Nos.22723121/ 22723719/ 22722037

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
Fax No.66418125 / 26, 26598347/48 & 26598237/8

March 22, 2012
Sc- 15587

Dear Sirs,

Re: Jaguar Land Rover have reached agreement on a proposed Joint Venture with Chery Automobile Company Ltd in China

Attached please find the press release issued by Jaguar Land Rover PLC, a wholly-owned indirect subsidiary of the Company, the contents of which are self-explanatory.

This is for the information of the exchange and the members.

Yours faithfully,
Tata Motors Limited

H K Sethna
Company Secretary

Encls: a/a

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NEWS RELEASE **21st MARCH 2012**

JAGUAR LAND ROVER AND CHERY AUTOMOBILE COMPANY LTD AGREE TERMS ON PROPOSED JOINT VENTURE COMPANY IN CHINA

Jaguar Land Rover (JLR) and Chery Automobile Company Ltd have reached agreement on a proposed joint venture in China.

The agreement follows extensive talks between JLR and Chery on establishing an equal partnership company. The scope of the proposed joint venture (JV) would include manufacture of JLR- and JV-branded vehicles, establishment of a research and development facility; engine manufacture; and sale of vehicles produced by the JV company.

JLR and Chery will now follow the official process to establish a joint venture company in China.

In a joint statement, Dr Ralf Speth, JLR Chief Executive Officer, and Mr Yin Tongyao, Chairman and Chief Executive Officer of Chery Automobile Company Ltd, said:

"Working together on this proposed joint venture is an exciting prospect for both JLR and Chery. Demand for Jaguar and Land Rover vehicles continues to increase significantly in China and we believe that JLR and Chery can jointly realise the potential of these iconic brands in the world's largest car market.

"Our ambition is to leverage the respective strengths of our two businesses - in research and development; technological innovation; manufacturing excellence and local consumer knowledge - to offer Chinese customers the most advanced, highly efficient products featuring the very latest technologies."

Terms and conditions of the commercial agreement are not being disclosed at this time and as such, no further details are available.

Editor's notes:

Background on JLR

Jaguar Land Rover (JLR), a wholly-owned subsidiary of Tata Motors, is the largest manufacturer of premium vehicles in the UK. The company, with a global workforce exceeding 21,000 employees, sells vehicles in more than 170 countries. The UK, North America and China are its largest markets.

In 2005, sales in China accounted for 1% of combined Jaguar and Land Rover sales. It is now JLR's third largest market and is still growing; annual sales in 2011 increased by 60%, to 42,000.

JLR is headquartered at Whitley, near the UK city of Coventry.

Background on Chery

Chery Automobile Co. Ltd was founded on 8 January 1997 The company is headquartered in Wuhu, Anhui Province, China. Since its formation, Chery has emerged as one of China's largest and most productive automotive manufacturers. Chery is also China's largest vehicle exporter to markets over 60 countries.

Chery products include passenger cars, SUVs as well as engines and transmissions. In 2011, Chery recorded sales of 643,000 units, ranked No 6 among the passenger vehicle manufacturers in China.

/ends

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