

Tata Motors finance to Offer attractive One-Stop Scheme for booking the much awaited Tata Nano

- **To offer upto 100% loan amount on an attractive interest rate of 12% to 13% on a 3-years tenure**
- **No upper limit on the number of cars to be booked through Tata Motors Finance**
- **Unique One-Stop Scheme to enhance Customer convenience for collecting and submitting booking forms**
- **More than 5000 customer touch points to create wider reach**

Mumbai, April 9, 2009: Tata Motors finance (TMF), the financing arm of Tata Motors today announced the launch of an attractive scheme for booking the much awaited 'People's Car from Tata Motors – The Nano'.

Salient features of the scheme:

- No upper limit on the number of cars to be booked through Tata Motors finance
- Once the customers have submitted the forms, a booking amount will be made to Tata Motors on behalf of the customers.
- Applicants who have not been allotted the car, do not loose any amount, except cost of the booking form & initial payment which is towards the interest on the booking amount & processing fees.
- The scheme is offered to Individuals above 21 years of age, Partnership firms, Private & Public Ltd companies, Trusts & HUF.

To facilitate the booking process, multiple touch-points have been created all over the country. As part of the arrangement, Tata Motors Finance will be assisted by Tata Capital Limited, E-nxt Limited, Tata Motor dealers, Tata Securities outlets and all Channel Partners – DSAs & Vendors to ensure wider distribution. The booking scheme offered by Tata Motors finance will enable a customer to book the Nano by paying an amount starting Rs.3199/- only for the base model.

Announcing the scheme **Mr. Shyam Mani, Managing Director, Tata Motors Finance** said, *"It is our constant endeavor to provide the best of services to our customers. Keeping customer convenience in mind, we have designed this convenient one-stop scheme for booking the much awaited Nano. Our wide distribution network will ensure that discerning customers from all parts of the country will be able to participate in the booking process."*

The sale of application forms commenced on 1st April '09 and acceptance of booking will start from April 9th 2009 till the end of day April 25th 2009. The application forms will be available at a price of Rs. 300, with a range of offers from select associate Tata Group companies. The application forms will be available at over 30,000 locations in about 1,000 cities through Tata Motors Passenger Car dealerships, State Bank of India and its branches, its subsidiaries and associates, other preferred financiers, and outlets of Westside, Croma, 'World of Titan' and Tata Indicom exclusive stores. **Now, adding to the list is Tata Motors finance.**

The small wonder is on display across the country at Tata Motors Passenger Car dealerships and other select authorized outlets. In the normal booking procedure, customers have two options. They can either pay the entire booking amount themselves or seek financing of the booking amount. For those who seek financing, Tata Motors has entered into agreements with 18 preferred Financiers **including TMF, the only NBFC** selected for the Tata Nano booking loan product.

About Tata Motor Finance Limited

Tata Motorfinance (TMF), the auto financing arm for Tata Motors, came into existence in June 2003. This was a common front-end, jointly formed by BHPC (Bureau for Hire Purchase and Credit) of Tata Motors and the asset financing arm of Tata Finance. This company was a virtual entity, with both the divisions maintaining their legal identity, and was in the market for exclusively financing Tata Motors vehicles. Subsequently Tata Finance was merged with Tata Motors and in April 2005 TMF became a division of Tata Motors. Today, TMF is the preferred financier for Tata Motors customers & dealers across all product ranges.

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