

# MISSION, VISION AND VALUES

TATA MOTORS

ONE TEAM  
ONE VISION

## Mission

To be **passionate** in **anticipating** and providing the **best** vehicles and experiences that **excite** our **customers** globally.

## Vision

**Most admired** by our customers, employees, business partners and shareholders for the **experience** and **value** they enjoy from being with **us**.

## Culture

- Accountability
- Customer & Product Focus
- Excellence
- Speed

## Values

- Inclusion • Integrity
- Accountability
- Customer • Innovation
- Concern for the Environment
- Passion for Excellence
- Agility