

Operating Context

Driving through rapid change

The automotive industry is experiencing accelerated transformation. With increase in prices, customers are increasingly becoming focused on Total Cost of Ownership for CV's. There is growing demand for alternate fuel options in SCV's and ILCV's. Due to COVID-19 pandemic, personal mobility has gained traction. Fully build options, safety, connected services and better digital experience are gaining centre-stage. We are well positioned to capitalize on the emerging opportunities by delivering innovative, smarter and cleaner mobility solutions.

Connected Technology and Digital

The automotive industry has been witnessing a paradigm shift in the past few years with connectivity becoming a must-have feature in all vehicles. Organisations, while adapting to the new normal, have accelerated their digital transformation journey in every aspect of business.



Tata Motors Limited

Tata Motors has taken the connected vehicle solutions to the next level with the introduction of Fleet Edge. Build on our connected vehicle platform developed in-house, Fleet Edge enables customers to improve asset management and utilisation through real time tracking of vehicle health parameters and driver behaviour. The platform has garnered over 30,000 vehicles within six months of its launch.

Tata Motors iRA (INTELLIGENT REAL-TIME ASSIST) offers a range of innovative features that are especially developed keeping in mind the needs of the Indian consumer. It redefines car connectivity to provide consumers with a suite of 27 connectivity features such as remote commands, vehicle security, location-based services, gamification and live vehicle diagnostics.

We also launched 'Click to Drive', which enables customers to buy a Tata Motors car with a click of a button from the comfort of their homes. This platform has been integrated with all Tata Motors dealer outlets. To improve internal process efficiency, we deployed GTME and e-Guru at more than 230 dealerships. Our product configurator helps customers choose aggregates best suited for their applications. We have also integrated financiers

digitally, which reduced turnaround time from 7 days to less than 24 hours.

Jaguar Land Rover

JLR has developed a contactless touchscreen technology for its infotainment system to reduce the risk of virus spread against the backdrop of the pandemic. It will use 'predictive touch' technology to pre-empt user behaviour inside the vehicle. JLR's new prototype air filtration system, is lab-tested and certified to prohibit airborne bacteria and viruses up to 97%.

JLR also launched a new Pivi Pro touchscreen infotainment, which shares electronic hardware with the latest smartphones and allows customers to make full use of Software-Over-The-Air (SOTA) technology, without compromising its ability to stream music and connect to apps on the move. In addition, customers can connect two mobile devices to the infotainment head unit by simultaneously using Bluetooth and hands-free functionalities.

Further, JLR's Click and Deliver has enabled its retailers to drive sales during recent COVID-19 lockdowns. Combined with safe, sanitised click and collect delivery options, this gives Jaguar and Land Rover customers ultimate convenience and flexibility.

Electric Mobility

Electric mobility is gaining significant traction worldwide on account of need to reduce carbon emissions to avoid harmful effects of climate change. Further, automobile manufacturers are focusing on increasing the range with battery packs and on building electric cars suited to the needs of customers.

The UK government recently revised the phase-out date for the sale of new petrol and diesel cars and vans to 2030 from 2035, while the governments of other countries including Norway and the Netherlands announced goals of banning new petrol and diesel cars. Government of India has shown strong intent of driving EV adoption in last few years and have introduced several policy interventions.

Tata Motors Limited

Tata Motors has been at the forefront of providing electric mobility solutions in the market. The Nexon EV is driving the growth of EV industry in India with 65% share of total sales in FY 21. Tata Motors, with its wide range of mass mobility solutions, is the largest passenger commercial vehicle manufacturer in the country. Under FAME I and II schemes of the Government, we have already supplied more than 350 Electric buses to various STUs, and these buses have covered a cumulative distance of more than 10 Million Kms. Driven by early mover advantage and building compressive solutions customized to Indian needs, we are strategically well positioned to address the increased demand for clean mobility solutions in the country. Further, we have put in place the largest EV ready network in India. We are also deriving synergies from the ecosystem of Tata group companies comprising Tata Power, Tata Chemical, Tata Autocomp Systems, among others, to develop EV infrastructure in India.

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Jaguar Land Rover

JLR has significantly expanded electrification across its model range, with the launch of six new PHEV models and nine new MHEV models in FY 21. 12 out of 13 JLR nameplates offer an electrified option. In February 2021, JLR also unveiled its Reimagine strategy, under which the first all-electric Land Rover vehicle will be launched in 2024, followed by another 5 models with full battery electric option by 2026. Meanwhile, Jaguar will become a pure-electric only brand from 2025. With Reimagine, JLR has also set an ambitious goal of having a fully electric fleet of luxury vehicles by the end of the decade and 100% of sales from pure battery EVs by 2036.

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