

TATA MOTORS INDONESIA



1 TATA GROUP

2 TATA MOTORS

3 TATA MOTORS INDONESIA

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2 TATA MOTORS

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OUR STRONG MISSION & VALUES



OUR STRONG MISSION & VALUES

INTEGRITY

UNDERSTANDING

EXCELLENCE

UNITY

RESPONSIBILITY

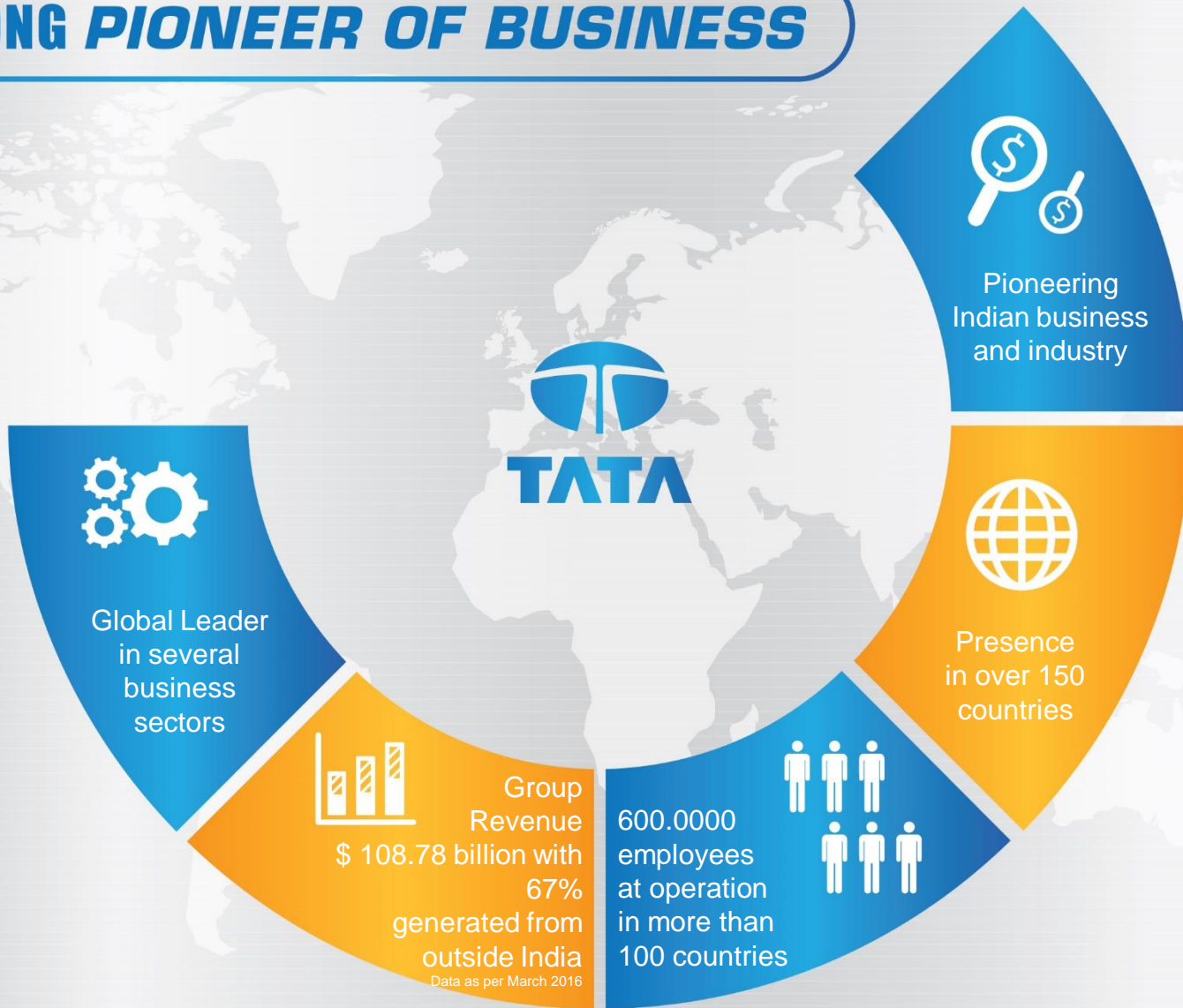
We are committed to improve the quality of life across the globe with our stakeholders, to maintain the heritage of leadership with trust.



STRONG *PIONEER OF BUSINESS*



STRONG PIONEER OF BUSINESS



STRONG PIONEER OF BUSINESS

1868
JANSETJI TATA
Started
TATA Group in
1868



1907
TATA STEEL
First integrated
steel plant in Asia



1932
TATA AIRLINES
Established a civil
aviation company.



1983
TATA SALT
India's first iodized
branded salt.



2000
TETLEY
Marked the first major
acquisition of an
international brand.



2007
TATA STEEL
Acquired Corus
making it among
the world's
top steel manufactures.



2008
TATA NANO
Defied logic
to create new benchmark
in automobile
engineering.



1903
TAJ GROUP
First Luxury Hotel
in India.



1920
TATA POWER
Hydro Power.



1968
TATA
CONSULTANCY
SERVICE
IT services.



1998
TATA Motors
Launched India's
fully indigenous
passenger car.



2007
EKA
India's first
super computer
in the private sector.



2008
TATA MOTORS
Acquired Jaguar &
Land Rover.



2014
VISTARA &
AIR ASIA TATA
TATA Group
and Singapore Airlines
Join venture.

A STRONG *GLOBAL LEADERSHIP*



A STRONG GLOBAL LEADERSHIP

TATA MOTORS

Among World's Top 10
Commercial Vehicle
Manufacturers



TATA Consultancy Service

2nd biggest and valuable IT company.



TATA Global Beverages

World's No. 2 largest tea company for
tea products



TATA Communication

World's No. 1 Wholesale Voice Provider.



TATA Chemicals

World's No. 2
Soda Ash manufacturer.



TATA STEEL

Among Top 10 steel factory



TATA GROUP IN INDONESIA



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2006

TATA Consultancy Services presents in Indonesia.

TATA Consultancy Services (TCS) is an IT services, consulting and business solutions organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS has over 318,000 of the world's best-trained consultants in 46 countries.



2007

TATA Power presents in Indonesia.

TATA Power is India's largest integrated power company with a significant international presence. The company has an installed generation capacity of 9,130MW in India and a presence in all the segments of the power sector.



2012

TATA Motors presents in Indonesia.

TATA Motors established in 1945, is India's largest automobile company with operations in the UK, South Korea, Thailand, Spain, South Africa and Indonesia.

Has sold more than 9 million of vehicles worldwide. Aiming to be within the Top 10 automotive brands in Indonesia.

**Investments of all three companies in Indonesia has reached 1,5 billion USD.
Creating 6500 jobs (either directly or indirectly).**

**As per 2016*

1 TATA GROUP

2 TATA MOTORS

3 TATA MOTORS INDONESIA

OUR STRONG FOOTSTEPS





Established in 1945
Largest automotive company in India.



Only Indian automotive company to be included
in Fortune 500.
Among World's Top 10 Commercial Vehicle
manufacturers.



International automotive company registered
in the New York Stock Exchange.



A company that produces commercial and passenger
vehicles and markets them in many countries like in
Europe, Africa, the Middle East, South East Asia,
South Asia, South America, CIS and Russia.



A vast dealer network for sales services and spare parts with more than 6,600 networks across the globe.



Consolidated income 2015 – 2016
USD 42,04 Billion / IDR 507 Billion.



More than 9 Mio TATA Motors vehicles on roads across the world



More than 60,000 employees globally.

STRONG MANUFACTURING AND R&D FACILITIES



STRONG MANUFACTURING AND R&D FACILITIES



OUR WIDE RANGE OF STRONG PRODUCTS



OUR WIDE RANGE OF STRONG PRODUCTS

Smart solutions for your commercial needs, from small pickup to big truck and buses.

Passenger Vehicles



Public Transportation



Cargo Transportation



Military Defense, Hybrid, CNG, Electric Car.



1 **TATA** GROUP

2 **TATA** MOTORS

3 **TATA** MOTORS INDONESIA

OUR STRONG MILESTONES & ACHIEVEMENTS



OUR STRONG MILESTONES & ACHIEVEMENTS



Officially established in **2012**



September 2013 Started marketing TATA MOTORS products.



2015-2016

7th ranking in Commercial Vehicle segment*

16th ranking Indonesia Automotive Industry**

**From 16 commercial car brands in Indonesia. ** From 39 car brands in Indonesia.*

Data as per March 2016 – Gaikindo Report.



One of the new automotive brands in Indonesia with aggressive growth.

OUR STRONG MILESTONES & ACHIEVEMENTS

268 Touch Points

SOLD

3000+



- Jawa
- Bali
- Sumatra
- Makassar

LOWEST TOTAL COST OF OWNERSHIP in each SEGMENT



STRONG *MISSION IN INDONESIA*



STRONG MISSION IN INDONESIA

10 x 10 Mission
Top 10 automotive brand
in a TOP 10 global automotive market



Making Indonesia the biggest market outside India



To present itself as a committed and responsible company in Indonesia



Taking part in development Indonesia infrastructure

PEACE OF MIND



Program CSR



STRONG *PRODUCT RANGE*



STRONG DIESEL PICKUPS

ACE EX 2
Diesel Pickup



superACE
Diesel Pickup
DLE and DLS



TATA XENONRX
PICKUP



TATA XENON XT



STRONG *LIGHT TRUCKS*



LPT 913



ULTRA

STRONG BUSES



LP 713 - Luxury Bus



LP 713 - Intra City Bus

STRONG TRACTOR HEADS

4 x 2
4023.S

4 x 2
4028.S

6 x 4
4928.S



TATA
PRIMA
Trucks | Tractor-Trailers | Tippers
THE WORLD-SMART TRUCK

STRONG *BODY APPLICATIONS*



Local Application

STRONG BODY APPLICATIONS



superACE MOKO



superACE BOX



superACE BLIND VAN



superACE GARBAGE TIPPER



superACE GALON



superACE LUXURY VAN

STRONG BODY APPLICATIONS



superACE AMBULANCE



superACE ANGKOT



ACE EX 2 ANGKOT



superACE PATROLI



XENONRX CHILLER/BOX



ACE EX 2 MOKO



ACE EX 2 BOX

STRONG *BODY APPLICATIONS*



LP 713 - Luxury Bus



LP 713 - Intra City Bus



LPT 913 - Tipper



**Ultra 1012 45 WB
Aluminum box**



**Ultra 1012 45 WB
Aluminum wing Box**

STRONG AND RIGOROUS TESTING BEFORE INTRODUCTION



STRONG AND RIGOROUS TESTING BEFORE INTRODUCTION



STRONG *EFFICIENCY*



STRONG EFFICIENCY – LOWEST TOTAL COST OF OWNERSHIP [TCO]

Lowest Total Cost of Ownership



Fuel economy
(economical operating cost)



Low maintenance cost



Affordable spare parts
price



STRONG CUSTOMER CARE COMMITMENT

PEACE OF MIND



BEST IN CLASS WARRANTY



24 X 7 ORA



GUARANTEED PARTS SUPPLY

STRONG CUSTOMER CARE COMMITMENT



**WELL STOCKED SPARE PARTS WAREHOUSE
(25 MONTHS INVENTORY)
99% Service Level**



**STATE OF THE ART PDI CENTER
Pre Delivery Inspection**



WELL EQUIPPED TRAINING CENTER

STRONG CUSTOMER CARE COMMITMENT



DEALER WORKSHOP



TATA CERTIFIED WORKSHOP



TRAINED MAN POWER

STRONG CUSTOMER CARE COMMITMENT

(TOLL-FREE)
0-800-1-828200

24/7 CALL CENTER

SPARE PART ASLI
PALING TERJANGKAU

JAMINAN SPARE PART
6 Bulan atau 15.000 KM

SPARE PARTS WARRANTY

STRONG NETWORK



STRONG NETWORK



268 Touch Points

- 19** 3S DEALERSHIP
- 7** MINI 3S DEALER OUTLET
- 77** 2S (TCW)
- 5** 1S SALES OUTLET
- 160** PARTS SHOP

3S Dealership
 MINI 3S
 2S TCW
 1S Sales Outlet
 Parts Shop

STRONG DEALERSHIPS



STRONG DEALERSHIPS As per TATA Global Standards



Showroom



Parts Corner



Workshop

Sumatera & Sulawesi

- 1 Lampung
- 1 Riau
- 1 Medan
- 1 Makassar
- 1 Jambi

Jawa & Bali

- 3 Jabodetabek
- 3 Jawa Barat
- 3 Jawa Tengah
- 5 Jawa Timur
- 1 Bali

Data per June 2016.

STRONG *REPUTATION*



STRONG MEDIA PRESENCE AMONG THE TOP 5 AUTO BRANDS IN INDONESIAN MEDIA

The collage features several prominent articles and advertisements:

- Mantan Eksekutif Airbus Pimpin Tata Motors:** An article about a former Airbus executive leading Tata Motors.
- SOLUSI KENDARAAN KOMERSIAL:** A large advertisement for commercial vehicle solutions.
- Membidik Ceruk-ceruk Potensi di Pedesaan:** An article discussing market potential in rural areas.
- ADU SIASAT MEMIKAT PASAR KENDARAAN NIAGA:** An advertisement for commercial vehicles.
- Wow Iritnya Tata Super ACE Bisa Sampai 18,22 Kpl:** An article highlighting the fuel efficiency of the Tata Super ACE.
- Tata Xenon XT Di-Cobai di Slip Menggatal:** An article about the Tata Xenon XT's performance on a slippery test track.
- Sumberg Mobil ke Kampus:** An article about a mobile service provided to a university.
- Poluncaran Tata Prima 4028:** An advertisement for the Tata Prima 4028 truck.
- Muatan 1 Ton Tetap Ngacir di Tangkari:** An article about a truck's load capacity.
- Lionel Messi Brand Ambassadors Tata Motors:** An advertisement featuring Lionel Messi as a brand ambassador.
- TRUK INDIA RASA EROPA:** An advertisement for Indian trucks with European styling.
- FOOD TRUCK TATA Dibanderol Rp100 Jutaan:** An advertisement for a Tata food truck.
- YMDI Gelar "Tantangan Super Tata Super Aco":** An advertisement for a challenge event.

STRONG SOCIAL MEDIA PRESENCE

Tweets Tweets & replies Media

TataMotors Indonesia @TataMotorsID · 2h
#Tata #Super #Ace #Diesel Mitra bisnis usaha Anda

Tata Motors Indonesia membagikan catatannya.
1 jam · 📍

Tata Motors Distribusi Indonesia menghimbau agar masyarakat berhati-hati. Saat ini TMDI bersama ke-20 dealer-nya di Indonesia hanya memasarkan kendaraan niaga, pick up diesel dan truck diesel. Kunjungi website resmi TMDI www.tatamotors.co.id dan nomor layanan 0-800-1-8282-00 atau email pertanyaan Anda ke info@tatamotors.co.id

Tata Motors Indonesia
21 Juni pukul 2:08 · 📍

TMDI tidak Menjual TATA NANO

Surat untuk Sobat Tata Motors,
TMDI tidak Menjual TATA NANO

Sobat Tata Motors yang berbahagia di seluruh Indonesia, pada bulan Agustus 2012 Tata Motors Distribusi Indonesia (TMDI) pernah mengeluarkan Siaran Pers untuk mengantisipasi dampak negatif website palsu yang mempromosikan dan menawarkan Tata Nano. Sebagai informasi, sejak TMDI resmi beroperasi di Indonesia pada tahun 2012 dan sejak TMDI mulai memasarkan produknya di Indonesia pada tahun 2013, Tata Nano belum pernah diluncurkan di Indonesia oleh TMDI dan Tata Nano tidak pernah dipasarkan oleh dealer resmi Tata Motors di Indonesia.

Beriku...

TataMotors Indonesia @TataMotorsID · Jun 21
Kepercayaan dr masyarakat Indonesia terhadap produk Tata, Tata ACE EX2 sdh mulai tercapai tatamotors.co.id/id/press65

VIDEO

43 likes, 2 comments

34 likes, 1 comment

80 likes, 8 comments

ORANG

★★★★★
167.217 suka
149 kunjungan

Mobil dan Suku Cadang · Daerah Khusus Ibukota Jakarta
4.2 ★★★★★

**LARGEST
SOCIAL MEDIA PRESENCE
AMONG COMMERCIAL
VEHICLE BRANDS
IN INDONESIA**

TataMotorsID

@TataMotorsID

TataMotorsID

Likes: 249.845

Follower: 14.248

Data per 18 November 2016

STRONG *CUSTOMER SATISFACTION*



STRONG CUSTOMER SATISFACTION

INDRA CAHYA,
Plant Businessman
TATA Ace Ex2 Owner



"Small but strong. It is tough for taking up heavy load like grasses and plants. Daily, I can take up to 5 shifts with around 1 tonnage of load but still fuel economical. And find no problem in uphill road. The after sales service is great, it's spare parts are cheap. Overall, I can save up to 2 million rupiah/month compare to my last pick-up fuel cost."

DEDI SUPERYADI,
Building Material Businessman
TATA Super Ace Owner



"I trust TATA Motors from the beginning, that all their car is economical in fuel consumption, strong and expert in commercial vehicles. I'm happy with its after sales service. Its spare parts are cheap, it makes my business calculation more profitable. All my drivers are satisfied with TATA vehicle."

JUMADI,
Kabapin Koperasi
TATA Xenon RX owner



"Because of its superiority, tough, fuel economical, strong, high ground clearance that makes TATA Xenon RX is dependable on off-road and its nose that makes it safer."

TRIPRIYO HARIYONO,
Service Head PT Transmaju EMKL Service
TATA Prima owner



"It has gone for more than 50 thousand km and no replacement so far for the heavy spare-parts. According to the drivers, TATA Prima has a comfy suspension as well as its steering. Other similar vehicles are tiresome. This car is making more business trip due to its fuel efficiency, and stable in high speed."

STRONG *COMMITMENT TO SOCIETY*



STRONG COMMITMENT TO SOCIETY



Mobile Community Library project hand over @ Sidoarjo, 22nd October 2014



Digital Training Centre project hand over @ Karawang, 26th September 2014



School renovation project hand over @ Sumbawa, 13th December 2014



Inspiraksi received Charta Peduli 2014 in the informal Education development category

STRONG PARTICIPATION IN TECHNICAL EDUCATION



Handover of pick up vehicle TATA Xenon RX Diesel to SMK 3 Boyolangu, Tulungagung, Jawa Timur, Thursday, 17th March 2016.



Handover of TATA Indigo vehicle to Faculty of Machine Technique at Institut Teknologi Bandung on November 2015.



Handover of TATA Indigo vehicle to trainee of BBPLK Cevest that was held at Bekasi, Thursday, 12th May 2016.



Handover of TATA Indigo vehicle to Faculty of Machine Technique at Indonesia University on October 2015.

OUR STRONG COORDINATES



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CP: +62-811-305 111
(Antoni Arianto)

THANK YOU

THANK YOU INDONESIA,
NOW TATA MOTORS BIG FAMILY HAS BECOME STRONGER EVER WITH

3000+

SATISFIED CUSTOMERS

