

Tata Motors inaugurates an all new passenger vehicle showroom in Janakpur, Nepal

Kathmandu, 25th December 2017: Tata Motors, today inaugurated an all new passenger vehicle showroom with Girija Automobiles Enterprises, the authorized dealer of Sipradi Trading Private Limited, in Janakpur, Nepal. Located in Mujelia, the new facility is spread over 3800 sq.ft, making it the biggest automobile showroom in Janakpur.

Commenting on the inauguration, Mr. Sujan Roy – Head – International Business, Passenger Vehicles, Tata Motors, said, *“Nepal is a very important market for Tata Motors and the inauguration of this new state-of-art showroom is a step ahead in our endeavor to provide an enhanced purchase experience. Customer centricity is at the heart of Tata Motors and the new showroom reiterates our efforts to offer higher quality standards for our customers. With Girija Automobiles Enterprises and Sipradi Trading Private Limited at the helm, we are confident that this showroom will set new benchmarks in sales, service and customer satisfaction in the region.”*

At the inauguration ceremony Mr. Rajesh Prasad Giri, COO, Sipradi Trading Pvt. Ltd., said - *“We are very happy to continue our partnership with Girija Automobiles and Tata Motors. This new dealership is a result of our continued efforts to increase our foot-print across the country to get closer to our customers. With the advantage of a premium showroom along with our dynamic range of vehicles like Zest, Bolt, Storme, Hexa, Tiago and the Tigor, we are sure to offer best value to all our customers.”*

Inaugurating the new showroom, Mr. Guddu Jain, Proprietor, Girija Automobile Enterprises, said, *“We are very excited and happy to open our new showroom and to be able to extend our services to customers. With this new showroom, we can now provide an enriched purchase experience and easy reach and accessibility to all our esteemed customers.”*

The showroom will be open 7 days a week from 10 am to 5 pm and will showcase the entire range of Tata Motors passenger vehicles. With the addition of this new showroom, Tata Motors now has 20 sales outlets along with 24 service outlets across Nepal.

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About Tata Motors

Tata Motors Limited, a USD 42 billion organisation, is a leading global automobile manufacturer of cars, utility vehicles, buses, trucks and defence vehicles. As India's largest automobile company and part of the USD 100 billion Tata group, Tata Motors has operations in the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 76 subsidiary and associate companies, including Jaguar Land Rover in the UK and Tata Daewoo in South Korea. In India, Tata Motors has an industrial joint venture with Fiat. Engaged in engineering and automotive solutions, with a focus on future-readiness and a pipeline of tech-enabled products, Tata Motors is India's market leader in commercial vehicles and among the top in passenger vehicles with 9 million vehicles on Indian roads. The company's innovation efforts are focused on developing auto technologies that are sustainable as well as suited. With design and R&D centres located in India, the UK, Italy and Korea, Tata Motors strives to pioneer new products that fire the imagination of GenNext customers. Abroad, Tata cars, buses, and trucks are being marketed in Europe, Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

To know more, please visit (www.tatamotors.com; also follow us on Twitter: <https://twitter.com/TataMotors>)

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About Sipradi

Sipradi a major player in AUTOMOTIVE & ALLIED business and is one of the largest and most prestigious brands in Nepal. 34 years down the line, Sipradi has exceeded USD 350 million annual revenue and is growing rapidly in automotive, energy, lubricant, financial services, and equipment businesses. It has 750 employees and 650 support staff working to a common goal --to deliver quality products and services while adding synergy to the growth of overall brand value. Sipradi Trading Private Ltd (STPL) has been the exclusive distributor of Tata Motors Ltd in Nepal since 1982. STPL is an ISO 9001:2008 certified company. STPL sells and services the full range of Tata Motors' commercial and passenger vehicles. The company has the largest sales and service distribution network throughout Nepal. It has 18 sales offices and 24 service centers dedicated to Commercial vehicles manufactured by TATA Motors Ltd., India. It has 16 showrooms and 24 service centers dedicated to Passenger Vehicles manufactured by TATA Motors