

## PRESS RELEASE

### Icon Turns 21

## Tata Motors Launches the All-New Ace Gold+ XL; Reaffirms 21 Years of Progress with 'Ikkis Saal Bemisaal' campaign

**Mumbai, 5 May 2026:** Celebrating 21 years of the iconic Tata Ace, Tata Motors, India's largest commercial vehicle manufacturer, today marked a key milestone in last-mile mobility with the launch of the all-new Tata Ace Gold+ XL. Thoughtfully evolved for higher payloads and longer body applications, the new variant extends the Ace portfolio to meet the changing needs of last-mile logistics. The Ace Gold+ XL carries forward the legacy of a nameplate that reshaped small cargo movement in India and continues to support the aspirations of a growing and diverse entrepreneur base.

To mark the milestone, Tata Motors has also rolled out the 'Ikkis Saal Bemisaal' campaign—a nationwide initiative celebrating the entrepreneurs who have built their livelihoods with the 'Chota Haathi' at the heart of their businesses. The campaign brings together customer-centric initiatives, including **additional benefits of up to ₹21,000 for women entrepreneurs**, reinforcing Tata Motors' long-standing commitment to inclusive growth.



Launching the new model, **Mr. Pinaki Haldar, Vice President & Business Head – SCVPU, Tata Motors Ltd.**, said, *“With the launch of the all-new Ace Gold+ XL, Tata Motors advances the next chapter of India’s most transformative commercial vehicle—one that continues to evolve to meet the needs of modern intra-city and last-mile logistics. Extending the Ace’s relevance into higher-load applications, the Ace Gold+ XL is designed to deliver greater efficiency, reliability, and pride of ownership for today’s entrepreneurs.*

*Launched in 2005, the Tata Ace pioneered India’s four-wheel small commercial vehicle category, and redefined last-mile logistics by enabling entrepreneurship at scale. The Ace’s enduring relevance is reflected in an industry-first milestone: for 21 years, one Ace has been sold every 4.25 minutes—earning the trust, respect, and loyalty of over 26 lakh owners across the country.”*

### All-New Tata Ace Gold+ XL: More Load. More Earnings. More Value.

The Ace Gold+ XL has been engineered to directly improve owner profitability. With a longer 8-foot load body and a 1-tonne payload capacity, it enables higher cargo volume per trip—translating into better utilisation and stronger earning potential across demanding delivery cycles.

Powered by advanced Lean NOx Trap (LNT) technology, the Ace Gold+ XL eliminates the need for Diesel Exhaust Fluid (DEF), reducing both operating complexity and maintenance effort. The result is a lower Total Cost of Ownership, improved uptime, and greater peace of mind—key considerations for entrepreneurs who rely on their vehicle every day. The Ace Gold+ XL is powered by a 700cc turbocharged diesel engine, delivering 22 PS of power and 55 Nm of torque—engineered for consistent, dependable performance across demanding last-mile operations.

Together, these enhancements make the Ace Gold+ XL a compelling upgrade for existing Ace owners and a strong entry point for new entrepreneurs joining India’s fast-growing last-mile ecosystem.

### Backed by a Strong SCV Ecosystem

The Tata Ace Gold+ XL is supported by Tata Motors’ comprehensive small commercial vehicle ecosystem. The company’s portfolio—spanning Ace Pro, Ace, Intra, and Yodha—serves payload requirements from 750 kg to 2 tonnes and is available across diesel, petrol, CNG, bi-fuel, and electric powertrains.

This is complemented by Sampoorna Seva 2.0, Tata Motors’ end-to-end lifecycle support programme, along with a nationwide network of 2,500+ service and spares outlets and the Star Guru ecosystem of trained technicians—ensuring customers are supported at every stage of ownership.

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With the all-new Ace Gold+ XL, Tata Motors reinforces its commitment to powering India's entrepreneurial growth—carrying forward a legacy that has shaped livelihoods, strengthened logistics, and delivered progress, one journey at a time.

### **About Tata Motors Ltd (Formerly TML Commercial Vehicles Ltd):**

Part of the USD 180 billion Tata Group, Tata Motors Ltd., (BSE: Scrip code 544569; NSE: Scrip code TMCV) is India's largest and a globally renowned manufacturer of utility vehicles, pick-ups, trucks, and buses. With over eight decades of leadership in commercial mobility, the company is known for its innovation, reliability, and performance. Its advanced powertrains, connected technologies, and intelligent fleet solutions support a wide range of applications—from last-mile delivery to public transport while seamlessly driving the wheels of the nation's economy. Guided by its brand promise Better Always, Tata Motors delivers future-ready solutions that enhance customer experience and drive sustainable growth. The company operates in India and South Korea, with a global presence across Africa, the Middle East, Latin America, Southeast Asia, and SAARC countries.

As per the Composite Scheme of Arrangement sanctioned by the Hon'ble National Company Law Tribunal, Mumbai Bench—amongst Tata Motors Limited, TML Commercial Vehicles Limited (the Company) and Tata Motors Passenger Vehicles Limited—the Company's name was changed to Tata Motors Limited from TML Commercial Vehicles Limited (effective 29 October 2025), and its equity shares are listed on the BSE Ltd and the National Stock Exchange of India Limited.

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