

Tata Motors unit unveils new brand identity for EVs

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Tata Passenger Electric Mobility Ltd (TPEML), a subsidiary of Tata Motors, on Tuesday launched a new brand identity, Tata.ev. as it

prepares to introduce 10 new electric vehicles (EV) by 2026.

“We are entering a new era with TATA.ev. Our new brand identity for electric vehicles underlines our commitment to accelerate the adoption of clean energy mobility

solutions. We intend to drive positive change in the automotive industry with the focus on sustainability, community, and technology,” said Vivek Srivatsa, head, marketing, sales and service strategy, TPEML.

“The new brand identity embodies the core philosophy of ‘Move with Meaning’, unifying the values of sustainability, community, and technology,” said the company in a statement.

“TATA.ev identified a clear need

for a new consumer-facing brand identity that strengthens commitment to the future of mobility,” it said.

The TATA.ev brand identity has been developed with Landor & Fitch.