

Automotive Sector

TATA MOTORS PASSENGER VEHICLES SOUTH AFRICA

TATA MOTORS
PASSENGER VEHICLES

Tata Motors Passenger Vehicles South Africa (TMPV SA) is the local passenger-vehicle business of Tata Motors, one of India's leading automotive manufacturers, and operates in partnership with Motus Holdings, its exclusive distributor in South Africa. The company imports, distributes, markets and supports a growing range of passenger cars and SUVs, combining Tata's engineering, safety and innovation with Motus' established management and retail experience.

Tata Motors, including their commercial vehicle sector, serves international customers through more than 2,600 touchpoints across 44 countries. In South Africa, the passenger-vehicle business re-entered the market in August 2025 and commenced retail sales in September 2025 with the Tiago, Punch, Curvv and Harrier which are imported from India with more models to follow over the years.

The brand has established a nationwide footprint of dealerships. Since launch TATA has gained market share of the passenger-car market and grown to be one of the fastest growing brands in South Africa.

TMPV SA aspires to become one of South Africa's leading passenger-vehicle brands by offering safer, technology-rich and competitively priced mobility. The business plans to broaden its model range, expand its dealer network and contribute to skills development, employment and customer choice. Furthermore, TMPVSA will be growing its presence through the continent through strategic collaborations with partners across Sub Saharan African right hand drive markets.

The company is led by Thato Magasa, CEO of Tata Motors Passenger Vehicles South Africa. He joined Motus in 2009 and has held senior roles across Daihatsu, Renault and Mitsubishi. He holds a BCom in Accounting and an MBA and serves as NAAMSA Vice-President: Retailing OEMs and Chairperson of the Projects Oversight Committee.

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PRODUCTS & SERVICES:

- Tata Tiago
- Tata Punch
- Tata Curvv
- Tata Harrier
- Tata OSprey
- National sales, service and aftersales support

