

SUBJECT : --- Palio stile Dhamaka 2010 - Limited period scheme

Dear Sir,

Sub: Palio Dhamaka We are pleased to announce limited period scheme for Palio. The highlights of the scheme would be as follows. **Models Covered:** - Freshly produced select nos 2010 model. **Palio SLX BS III Palio SDX BS III Color Choice:-** Availability would be as under

- Exotica Red
- Bossa Nova White
- Medium Grey
- Infinity Black

+ Available Stock as detailed below.

BS III Models	Colour	Model	Total
Palio Stile SD	INFNTY BLACK	2008	1
Palio Stile SDE	OZONE BLUE	2008	1
Palio Stile SDX	OZONE BLUE	2008	6
Palio Stile SD	MAGNESIUM GREY	2009	3
Palio Stile SD	MEDIUM GREY	2009	2
Palio Stile SD	MINIMAL GREY	2009	2
Palio Stile SDE	INFINITY BLACK	2009	1
Palio Stile SDE	MEDIUM GREY	2009	2
Palio Stile SDE	MINIMAL GREY	2009	4
Palio Stile SDX	INFNTY BLACK	2009	6
Palio Stile SDX	MEDIUM GREY	2009	6
Palio Stile SDX	MINIMAL GREY	2009	3
Palio Stile SL	MAGNESIUM GREY	2009	1
Palio Stile SL	MEDIUM GREY	2009	2
Palio Stile SL	MINT WHITE	2009	3
Palio Stile SLE	MEDIUM GREY	2009	1
Palio Stile SLE	MINT WHITE	2009	4
Palio Stile SLX	MINT WHITE	2009	1
Palio Stile 1.6 Sport	MINIMAL GREY	2010	1
Grand Total			50

+ Stock available at dealerships as on 20th May 2010. **Scheme Details Common Ex Showroom price across India for each model Palio SLX BS III at 2.99 lacs** + First Year Insurance free from FGA + Free RSA- 48 months + Free Ex Warranty for 30 Months over and above standard 18 months. **Palio SDX BS III at 3.89 Lacs** + First Year Insurance free from FGA + Free RSA- 48 months + Free Ex Warranty for 30 Months over and above standard 18 months. **Booking** At nearest Tata – Fiat dealer. BS IV locations dealers can look at available stock produced before 1st Apr 2010 or to take booking only if they can get the vehicle registered in their Territory which allows BS III registration. **Booking amount** - Rs. 50000/- **Delivery** - 45-60 days form the date of Booking for freshly produced vehicles. **Price Grid Applicability (Scheme Ex Showroom Prices Common across all Dealer Locations)**

Variant	2010	2009	2008
Palio SL	262562	232562	202562
Palio SLE	279828	249828	219828
Palio SLX	299000	269000	239000
Palio 1.6 Sport	371186		
Palio SD	349638	319638	289638
Palio SDE	369318	339318	309318
Palio SDX	389000	359000	329000

Any increase in statutory taxes – Excise, CST, VAT, LST, Surcharge, Octroi, Local Body Taxes etc by Government would result in increase of Ex Showroom Prices to that effect.

Scheme Communication: E Mailers to Tata Motors Limited Employees, Tata Group Co Employees, Fiat Group Co Employees, Select Corporate. Dealers to offer scheme to select known Fiat Loyalists who are keen to own a Palio. No Bulk Mails / Ads are advisable. E Mailer developed by Tata Motors will be shared to use to your data base. If Required Tata Motors will release ads.

Scheme Caution: Model & Color availability is Final and no requests to be entertained for any other variant / color apart from what has been mentioned. Kindly communicate strictly the Delivery timings as per guidelines given. On receipt of a customer order Dealership needs to immediately open a Yellow form and place order in CRMDMS. Also send a mail to respective Product Manager keeping him informed. All invoices need to be done at the Ex Showroom prices mentioned as per Grid for the below 2 reasons # Insurance working has been done at the mentioned Ex Showroom Prices # TML Contribution to dealer will have VAT Contribution effect. For e.g, Current Ex Showroom Price - 485000/- Scheme Ex Showroom Price - 389000/- Discount Given to Customer - 96000/- TML Reimbursement to Dealer- 85333/- (As per 12.5 % Vat, In states with higher VAT, TML contribution will come down by that effect. In No case full payment to be accepted from Prospect and in case dealer does so he is liable for interest and any other claim by party. Dealer may like to devise a cancellation policy and suitable charge for cancellation. No request of deviation of Cash in lieu of Insurance / Ex Warranty / RSA to be entertained. No Additional discount on Bulk / Corporate sales.

Scheme Contribution : The total discount will be borne by Tata Motors and there will be no contribution from Dealer side in the scheme. Dealership can retain the Total Dealer Margin .

Scheme Closure: Tata Motors reserves the right to call off the scheme at any time and no more orders will be accepted post that date of closure. However TML will try to give a grace period for closure of scheme.