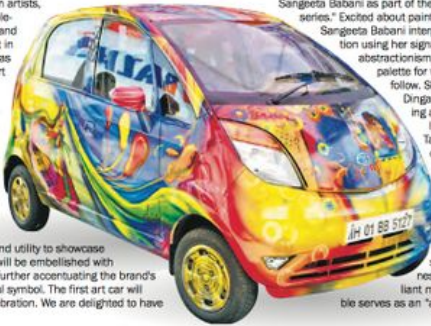


'Car Art in Motion'

Whatever the Tata's do, they do in style. They then add a mix of innovation and exclusivity and churn out a winner. And they are at it, again. This time through a unique concept called 'Nano: Art in Motion'.

In association with well-known artists, the exercise is designed to celebrate life, creativity, freedom and the spread of culture; Nano: Art in Motion features the Tata Nano as its canvas, and the inaugural Art Car was painted by renowned artist, Sangeeta Babani. A self-taught artist from Mumbai, she transformed the car into a 'work of art'.

Says Daina Avari, Head (Nano Product Group), Tata Motors, "The Tata Nano is a true innovation and a fun car, and art is all about having fun with colors, creativity and personal expression. Through this initiative, we are marrying art and utility to showcase a series of Tata Nanos, which will be embellished with varying theme-based imagery, further accentuating the brand's personality as a potent personal symbol. The first art car will focus around the theme of celebration. We are delighted to have



Sangeeta Babani as part of the kickoff to this exciting new series." Excited about painting on the Tata Nano,

Sangeeta Babani interprets the theme of celebration using her signature blend of realism and abstraction, set to the vibrant color palette for which her art is known to follow. She was assisted by Anil Dingankar, a young and upcoming artist.

Incidentally, the colourful Tata Nano will tour the city during the upcoming Ganesha Chaturthi festivity, visiting pandals and popular Mumbai destinations. Besides the pandals, the colourful Nano will also visit orphanage homes and children's schools to spread happiness. All we can say is a brilliant marketing concept that double serves as an "art form".



<< Well known Artist Sangeeta Babani working on the 'Nano'