

PRESS RELEASE

Mr. Michael Boneham, President and Managing Director, Ford India met Selvi J Jayalalithaa, Hon'ble Chief Minister of Tamil Nadu today (20.1.2012) at the Secretariat and briefed her about their future investment plans for their Chennai Plant.

Ford set up its first unit in Chennai in 1995 during the earlier tenure of Selvi J Jayalalithaa as Chief Minister of Tamil Nadu. This was the first major investment by a foreign company in Tamil Nadu in the Automotive Sector which triggered the subsequent automobile revolution in Tamil Nadu, earning Chennai the sobriquet the "Detroit of India". Ford has so far invested Rs. 4,500 crores in its Assembly and Engine Plants and employs more than 5,000 people. This includes an investment of Rs. 380 crores by Ford after the present Government took office in May, 2011. This has provided additional employment opportunities for 340 persons. Ford has been growing at a steady pace of more than 15% annually from its inception.

Ford India currently operates its modern, integrated manufacturing facility at Maraimalai Nagar near Chennai, which produces the Ford Figo, Ford Fiesta Classic, Ford Endeavour and the recently launched All-New Fiesta.

During the course of the meeting today, Mr. Boneham informed the Chief Minister of Tamil Nadu that Ford India has now decided to make a further investment of Rs. 750 crores in the existing Maraimalai Nagar Plant to produce their new model called Ford Eco Sport. This will create additional employment opportunities for about 400 people. Including this investment, Ford's investment will be of the order of Rs. 1,130 crores after the Government under the leadership of Hon'ble Chief Minister Selvi J Jayalalithaa assumed office.

Mr. Boneham thanked Selvi J Jayalalithaa, Hon'ble Chief Minister of Tamil Nadu, for the pioneering role played by her in attracting investments of Ford and for the continued support of the State Government. He informed Selvi J Jayalalithaa, Hon'ble Chief Minister of Tamil Nadu that, taking note of the excellent investment climate prevailing in Tamil Nadu, many more U.S. Companies are looking at Tamil Nadu for investment opportunities.

Ford has also set up its Global Business Service Centres in Chennai and Coimbatore which among themselves employ more than 5,000 people, many of them young women.

The Hon'ble Chief Minister thanked Mr. Boneham for reposing confidence in the Government headed by her and assured him of continued support from her Government.

Issued by: Director of Information & Public Relations, Chennai-9.

Date : 20.1.2012