

India's #1 Automotive Manufacturer Selects Adayana Learning Solutions to Help Launch Two New Models

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HYDERABAD, India – Tata Motors, India's largest automotive company, has contracted with Adayana, a U.S.-based human capital development solutions provider with an office in Hyderabad, India, to develop an extensive learning and development curriculum for its employees. The training curriculum will support the launch and professional servicing of two new vehicles manufactured by Tata.

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"We look forward to working with Tata Motors as they embark on this new business venture," said Purnendra Kishore, CEO of Adayana Learning Solutions. "Our team has enjoyed working with Tata Motors through previous projects, and we are excited about the opportunity to assist such an excellent organization with the launch of two new models."

The two new vehicles from Tata Motors' are *World Truck*, anticipated to be the world's next generation of commercial vehicles, and *Low Floor Buses*, which will set a new standard for vehicle appearance and passenger comfort in India.

The new training curriculums developed by Adayana will be used by more than 8,000 service technicians across at least 600 Tata Motors dealerships in India and Bangladesh. Adayana will localize the training and translate it into seven different Indian languages, to meet the individual needs of each dealership.

For more information about how Adayana can accelerate your organizational performance, visit www.adayana.com.

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About Tata Motors

Tata is India's leading commercial truck and bus manufacturer. The company recently entered the automobile industry with the introduction of the *Tata Nano* (the acclaimed "People's Car" priced at US \$2,000) and through the acquisition of Jaguar-Land Rover in 2008. Adayana has worked has provided Tata Motors with learning solutions and delivery for medium & heavy commercial vehicle and light commercial vehicles since 2005.

About Adayana:

Adayana (www.adayana.com), a global human capital development and organizational performance improvement company, combines the resources and expertise from ABG of Indianapolis, IN; Vertex Solutions of Falls Church, VA, and Champaign, IL; Gradepoint of Detroit, MI; Adayana Automotive of Detroit, and Adayana of Minneapolis, MN, and Hyderabad, India. A privately held company, Adayana employs approximately 400 professionals who serve clients in the federal government, automotive, agribusiness, healthcare and food and beverage vertical markets. Through its vertical market approach, Adayana provides expertise that identifies the unique opportunities, situations, and environments in which its clients perform. Clients come to Adayana seeking solutions in Strategy & Management Consulting, Learning Solutions & Delivery, Branding & Strategic Communications, Performance Technologies, and Managed Learning Services. It is Adayana's global vertical market approach and vertical specific service offerings that support clients in accelerating their organizational success.