

SANATAN MISSION

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sanatanmission@gmail.com 20 April 2021

Mr N Chandrasekaran

Non-Executive Director and Chairman Board of Tata Sons

Subject: Tata Motors should apologise and withdraw from public domain its video showing the driver, who is depicted as Hindu, in poor light in contrast to other actors.

Dear Mr. Chandrasekaran,

Your attention is drawn to the objectionable video released by Tata Motors and is circulating on social networks.

In the present video, all the characters are Muslims except the driver – named Lalit. Obviously the video, which is in Arabic, has been made for the Arab world to mark the month of Ramzan. It understandably underscores the importance of Iftar for the Muslims.

One wonders whether or not this video was seen and approved at the highest level in your organisation. We do not rule out the possibility that it was made and released in the public domain by functionaries at the lower rungs. What also cannot be overruled is that this has been done with mischievous intent. We shall appreciate if responsibility is fixed and repetition is not permitted.

It will be recalled that last year, In the wake of widespread protest from the majority Hindus, Tanishq - a jewelry company owned by the Tata Group - was left with no option but to withdraw a controversial video from the public domain featuring a pregnant Hindu woman all decked up for baby shower in a Muslim household.

The intention and emphasis in both these videos/advertisements involving the Hindus is obvious. Therefore question arises, why Tata group companies are producing such videos?

The Tanishq-Tata Motors coordinates are too jarring and cannot be missed or ignored. It appears that it is the work of some rogue elements who have penetrated the institution and are working to wreck its reputation. It is our demand that Tata Motors should tender an apology and withdraw from the public domain the controversial video. Steps should also be taken to stop such mischievous depiction of the members of the majority community.

Looking forward to your response.



Lalit Shastri, Founder Santana Mission