

Quote by Arun Moral, Managing Director, Primus Partners

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JLR extends production suspension to October 1



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Article Content:

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British luxury carmaker Jaguar Land Rover has further extended its pause on production to October 1, following the cyber attack on August 30. The closure of its factories for the entire month of September is already affecting its suppliers and retailers and will have a severe effect on its performance as well as that of its parent Tata Motors in the second quarter.

JLR halted production of vehicles and shut down its systems to contain and mitigate the impact of the cyber incident. Earlier, the company had announced shutting down its operation till September 24.

Phased restart

"We have informed colleagues, suppliers and partners that we have extended the current pause in production until Wednesday, 1 October 2025, following the cyber incident. We have made this decision to give clarity for the coming week as we build the timeline for the phased restart of our operations and continue our investigation. Our teams continue to work around the clock alongside cybersecurity specialists, the NCSC and law enforcement to ensure we restart in a safe and secure manner," JLR said in a statement.

The company has not revealed the expected loss of revenue due to the cyber attack; however, experts believe the extension of downtime will raise questions and doubts among Tata Motors investors.

"Extended downtime may raise questions about JLR's resilience and risk management practices, potentially impacting stock perception of parent company Tata Motors. Land Rover has 40 per cent+ loyalty in their "in-market brand loyalty" metric, stuck with Land Rover when buying.

Therefore, customer loyalty may remain intact, but if they take too long, then it costs them. Rivals that are not affected will gain an edge in meeting customer demand," Arun Moral, Managing Director, Primus Partners, told *businessline*.

'Data' accessed

The automaker earlier stated some 'data' had been accessed in the cyber attack that impacted the company's operations. The company's SAP ERP, SCADA controllers, Robotics PLCs, CRM tools, email gateways, network file shares and dealer portals have been affected at multiple plants worldwide. JLR is scheduled to start deliveries of the Range Rover Electric in late 2025.

"Our focus remains on supporting our customers, suppliers, colleagues, and our retailers, who remain open. We fully recognise this is a difficult time for all connected with JLR, and we thank everyone for their continued support and patience," the statement from JLR said.