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PRESS RELEASE

Tata Motors unveils the power packed,

PUNCH

India's first sub-compact SUV

**Offers 4 distinct 'Personas' with customization packs to match diverse lifestyles
Nationwide bookings open today**

Key Highlights

- A 'No' compromise SUV with Bold and Stunning design, Premium and Spacious interiors
- Offers the agility of a hatch with the DNA of an SUV
- Enjoy a spirited Performance with absolute safety, class leading comfort, advanced infotainment and rich connectivity

Mumbai, September 04, 2021: Tata Motors, India's leading automobile brand, today unveiled India's first sub-compact SUV, the Tata PUNCH. The latest addition to Tata Motor's popular 'New Forever' range of cars and SUVs, the PUNCH reinforces the four core pillars that define all Tata SUVs- Stunning Design, Versatile and Engaging Performance, Roomy and Spacious Interiors, and Absolute Safety.

Available in 4 distinct personas with both Manual (MT) and Automatic (AMT) transmission options along with customisation packs to match your distinctive lifestyle, the Tata PUNCH offers the agility of a hatchback and all key capabilities of a true SUV. Customers can start booking their choice of the Tata PUNCH persona on the Tata Motors website and across its wide network of over 1,000 showrooms across the country for just Rs. 21,000/-.

Adopting a new age, human centric approach that goes beyond the conventional industry practice of trims, the PUNCH is designed and made available in 4 distinct personas- **Pure, Adventure, Accomplished and Creative**, to cater to the varied lifestyle of its customers. In addition to the personas, customers can mark their PUNCH by choosing from 7 vibrant colours and further personalize it with the Rhythm and Dazzle customization packs, in tune with their lifestyle.

Tata Motors Design Studios in India, UK, and Italy collaborated to develop this unique vehicle to herald the creation of an entirely new category - the sub-compact SUV, to address a growing customer need for a small in size but large in space SUV.

Built on the proven and modern Agile Light Flexible Advanced (ALFA) Architecture, the PUNCH incorporate several industry first innovations to enhance both functionality and driving pleasure. Its tall stance, high ground clearance and commanding driving position provide an exhilarating driving experience even while navigating all the unexpected challenges that Indian roads offer. The class leading comfort, advanced infotainment and connectivity match the high expectations of the discerning Indian car-buyers.

Rich innovations as industry 'Firsts'

- India's first Sub-Compact SUV, offers the agility of a hatch with the DNA of an SUV
- Advanced AMT with unique TractionPro Mode, enables a breezy drive through treacherous driving conditions
- Brake Sway Control - detects the tendency of instability during abrupt braking before the ABS kicks in to avoid vehicle swaying from the driving path
- Signature 90° opening doors - for easy ingress egress

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#PackAPUNCH

Best in Class Design & Features

<p>Bold & Stunning Design</p> <ul style="list-style-type: none"> ➤ R16 Diamond Cut Alloy Wheels ➤ Projector Headlamps & LED Daytime Running Lights (DRLs) ➤ Signature LED Tail Lamps ➤ Classical SUV Design with Cladding on Doors, Wheel Arches and Sill Cladding ➤ Stylish Roof Rails ➤ Signature Humanity Line ➤ Dual tone Roof Options (in White & Black) ➤ 7 Comfortable rear seating for 3 Passengers with ample legroom and best in class shoulder & hip room ➤ Granite Black dashboard with Glacier Grey Inserts ➤ Premium Fabric Seats with signature Tri- Arrow pattern ➤ Leather Wrapped Steering Wheel & Gear Shift Knob ➤ Body Coloured AC Vents 	<p>Versatile and Spirited Performance</p> <ul style="list-style-type: none"> ➤ True SUV Performance - New Gen 1.2L Revotron BS6 Engine latest Dyna-Pro technology ➤ Advanced AMT with an industry first 'Traction Pro' to give a spirited performance. ➤ A high ground clearance of 190mm +/-3 mm (Unladen) ➤ Exceptional cornering stability ➤ Seamlessly mated to 5 Speed AMT / Manual Transmission ➤ Drive Modes: Engine Drive Modes (City & Eco) to suit any driving mood. ➤ Idle Start Stop to automatically turn off the engine at signals and traffics to further enhance fuel efficiency. ➤ Cruise Control ➤ Large 20.3° approach angle, 37.6° departure angle and 22.2° ramp over angle (Unladen) ➤ 370 mm Water wading capability
<p>Absolute Safety</p> <ul style="list-style-type: none"> ➤ Dual Airbags ➤ ABS with EBD and Corner Safety Control ➤ Segment First Feature: Brake Sway Control - detects the tendency of instability during abrupt braking before the ABS kicks in to avoid vehicle swaying from the driving path ➤ Front Fog Lamp with Cornering Function ➤ Child Seat ISOFIX Anchor Points ➤ Parametric Alarm System ➤ Reverse Parking Camera ➤ Driver & Co-Driver Seat Belt Reminders ➤ Tyre Puncture repair Kit ➤ Extensive use of High Strength Steel 	<p>Class leading Comfort and Convenience</p> <ul style="list-style-type: none"> ➤ Auto Headlamps & Rain Sensing Wipers ➤ Push Button Start ➤ Up to 366 liters (ISO V215) of Boot Space ➤ Over 25 Utility spaces ➤ Fully Automatic Temperature Control ➤ Adjustable Driver Seat ➤ Cooled Glove Box ➤ Auto Fold ORVM ➤ Rear Arm Rest ➤ Rear Wiper & Wash ➤ Steering Mounted Control ➤ Tilt Steering ➤ Fast USB Charger ➤ One shot down driver window ➤ Follow me home headlamps ➤ 7" Harman Infotainment system with Android Auto & Apple Carplay ➤ 7" TFT Instrument Cluster ➤ iRA Connected Car Technology with What3Words & Natural Voice tech

Engineered at Tata Motors' state-of-the-art manufacturing facility in Pune, with more than 90% automation in the weld line incorporating some of the latest welding and joinery technologies, the Tata PUNCH is carefully engineered to offer the best ride on rough surfaces. It has been extensively tested over 2 million km using more than 150 prototypes through some of harshest terrains stretching from the hot and arid environs of Rajasthan to the high altitude and extremely cold and tough terrains of Ladakh from temperatures ranging from -10°C to +50°C and at altitudes up to 18,000ft.

#PackAPUNCH QUOTES

Unveiling the stunning, bold SUV, Mr. Martin Uhlarik, Global Head of Design, Tata Motors Limited, said: *“The PUNCH has been developed by our three design studios in India, UK, and Italy. Over 140 design personnel participated in this project, producing hundreds of sketches, a number of design proposals and models that has ultimately led to this Stunning and Bold SUV, which we are extremely delighted to unveil today. We have designed a unique whitespace sub-compact SUV which carries forward the same authenticity of Tata SUVs. Its muscular surfacing and an athletic look make a perfect amalgamation for a tough SUV, living up to its bigger siblings. Intelligently designed in a compact footprint, it will be a high impact SUV and will redefine this crowded market. It is bold, young, modern yet robust, compact yet practical, tough yet playful and exudes true expression of confidence and individuality.”*

Showcasing the first SUV from ALFA Architecture, Mr. Anand Kulkarni, Vice President, Product Line Head, ALFA Architecture and Passenger Electric Vehicles, Tata Motors Limited, said: *“All our researches clearly showed that customers needed a small SUV. The most important criteria to meet this performance requirement was to start with a fundamentally strong & robust platform. The proven, state-of-the-art ALFA Architecture has the capabilities to deliver different body styles with outstanding build quality, delivering unmatched safety credentials. The success of Altroz is a testament to these capabilities. The PUNCH is our first SUV offering from the ALFA Architecture and despite being designed in a compact footprint it meets all the key capabilities of a true SUV- tall stance, high ground clearance and commanding driving position that customers would expect from a SUV to navigate all the unexpected challenges that Indian roads have to offer.”*

Redefining the SUV market with a new whitespace product, Mr. Rajan Amba, Vice-President, Sales, Marketing & Customer Care, PVBU, Tata Motors, said: *“SUVs today have gone way beyond their mere size. Customers today are seeking a complete package that comes enhanced with stylish looks, spacious interiors, high ground clearance, superlative drive experience, connected features and class-leading safety. Keeping these in mind, we wanted to create a one-of-its-kind product that embodies the true spirit of Tata SUVs, while also being versatile, rugged and youthful in nature. We are excited to introduce our dynamic sub-compact SUV, the Tata PUNCH - a multifaceted and multi-talented vehicle designed in four unique personas - Pure, Adventure, Accomplished and the Creative, each catering to different customer groups. With several industry and segment first features, we are convinced that the PUNCH will match the high expectations of the discerning Indian car-buyers.”*

Ends

For further information, customers can visit their nearest dealership, the company website <https://cars.tatamotors.com/SUV/PUNCH> or the Tata Motors' Virtual Showroom for experiencing the vehicle in Augmented Reality and on Imaginator platforms starting today.

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