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PRESS RELEASE

**Tata Motors leads the way in the SUV market with a new white space product
Launches India's first sub-compact SUV,**

PUNCH

Drives in India's safest car at Rs. 5.49 Lakhs

Key Highlights

- 1st SUV from the proven ALFA Architecture
- Offers the agility of a hatch with the DNA of an SUV
- Earned the 5-star safety rating of 16.453 points from Global NCAP, highest adult occupant protection rating points any vehicle has received in India
- Comes in 4 distinct 'Personas' with customization packs to match diverse lifestyles
- ARAI certified Fuel efficiency – 18.97 kmpl on MT and 18.82 kmpl on AMT
- Enjoy a spirited Performance with absolute safety, class leading comfort, advanced infotainment and rich connectivity



Mumbai, October 18, 2021: Tata Motors, India's leading automobile brand, today launched its latest offering in its 'New Forever' range of SUVs, Tata Punch, India's first sub-compact SUV and the recipient of the much-coveted Global NCAP 5-star rating (16.453) for adult occupant protection and 4-star rating (40.891) for child occupant protection. With several industry-first features up its sleeves, the Tata PUNCH reinforces the four core pillars that define all Tata SUVs- Stunning Design, Versatile and Engaging Performance, Roomy and Spacious Interiors, and Absolute Safety. It will now be available for deliveries over 1000 Tata Motors showrooms nationwide, at a starting price of Rs. 5.49 Lakhs (ex-showroom Delhi).



Speaking at the launch of this exciting new offering, Mr. Shailesh Chandra, President – Passenger Vehicles Business Unit (PVB), Tata Motors, said: *"With PUNCH, we have created entirely new category altogether to address a growing need for a small-in-size cars with a true SUV character. Designed under Impact 2.0 design language, the PUNCH is stunning, bold SUV. It's tall stance, high ground clearance and commanding driving position provide an exhilarating driving experience even while navigating all the unexpected*

challenges that Indian roads throw one's way. The class leading comfort, advanced infotainment and connectivity match the high expectations of the increasingly discerning Indian car-buyers. Even ahead of its launch, the PUNCH has already got off to a great start by bagging the GNCAP 5-star rating for safety. This is a proud moment for us not only as an entity but also as an Indian carmaker as we continue to deliver on our promise of safety with almost every new product in the market. We are extremely confident that with the kind of differentiation, the feature package and the absolute safety the PUNCH has to offer, it will definitely make its mark in the dynamic Indian car market in the days to come."

Tata Motors Design Studios in India, UK, and Italy collaborated to design this unique vehicle which was further engineered and developed by Tata Motors India team to herald the creation of India's first sub-compact SUV, addressing 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. Furthermore, in a departure from the conventional industry practice of trims, Tata Motors has adopted a new age, human centric approach in developing the PUNCH family. It will be available both in Manual (MT) and Automatic (AMT) transmission options, in 4 distinct personas with - **Pure, Adventure, Accomplished and Creative**, to cater to the varied lifestyle of its customers.

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The **Pure** persona has been designed for customers who appreciate minimalism and simplicity and prefer functionality without any complications. The **Adventure** persona caters to the customers who have a streak of adventure and love for the great outdoors. The **Accomplished** persona is for the city dweller who loves to make a style statement with host of features to complement the customers' active metro life. Finally, the **Creative** persona is tailor-made for the digital natives, prefer information at their fingertips and is stacked with features to sync with this customer's tech-savvy lifestyle. In addition, 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 personality.

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) ➤ 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 ➤ Anchor Pretensioner safety belt for Driver Seats ➤ ABS with EBD and Corner Stability 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 ➤ Perimetric 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

Ends

For further information, please visit <https://cars.tatamotors.com/SUV/PUNCH>

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