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PRESS RELEASE

The 'Gold Standard' in Automatics is here - Tata ALTROZ DCA launched at INR 8.1 lakhs

~A Dual Clutch Automatic gearbox with world class technology designed for India~

Mumbai, March 21, 2022: Keeping the New Forever brand promise, Tata Motors, India's leading automotive brand, today launched the much-awaited ALTROZ Dual Clutch Automatic (DCA) at an attractive starting price of **INR 8.1 lakhs**. ALTROZ DCA is an advanced dual clutch transmission that is designed especially for Indian consumers. The ALTROZ DCA is an innovative technology with 45 patents and is world's first DCT with planetary gear system. The DCA version of India's premium and safest hatchback is equipped with several segment-first features such as **Wet clutch with active cooling technology, Machine learning, Shift by wire technology, Self-healing mechanism,** and **Auto park lock**. The ALTROZ DCA will be mated with the 1.2L Revotron petrol engine and will be available in the top four variants – XM+, XT, XZ, and XZ+.

The unique features in ALTROZ DCA are inspired from the diverse driving conditions in India that promise to set Gold Standards in Automatics by offering a seamless drive experience to customers. The ALTROZ DCA gets a brand-new Opera Blue colour. In addition, the ALTROZ DCA will be a part of the #Dark range other than being available in the Downtown Red, Arcade Grey, Avenue White and Harbour Blue colour.

Commenting on the launch, Mr. Rajan Amba, Vice President, Sales, Marketing and Customer Care, Tata Motors Passenger Vehicles Ltd. said, "We are elated to launch the much-awaited

Models	Start Price (in INR, Ex- showroom Delhi)
ALTROZ XM+ DCA	8,09,900
ALTROZ XT DCA	8,59,900
ALTROZ XT #Dark DCA	9,05,900
ALTROZ XZ DCA	9,09,900
ALTROZ XZ(O) DCA	9,21,900
ALTROZ XZ+ DCA	9,59,900
ALTROZ XZ+ #Dark DCA	9,89,900

ALTROZ DCA, equipped with a world-class automatic transmission, designed for the Indian customers. Since the commencement of bookings for the ALTROZ DCA, we are witnessing an encouraging number of queries. The ALTROZ DCA with its segment-first features will certainly captivate the minds of prospective buyers and provide a seamless driving experience. With more than 1.25 lakh happy customers, the Tata ALTROZ has witnessed an overwhelming response from customers and has set certain benchmarks in the segment. The addition of the ALTROZ DCA will bolster our product portfolio, help us in expanding our market share and take our success story further to set a 'Gold Standard' in automatics."

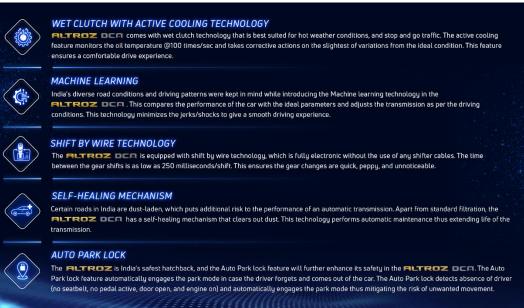
Segment-first features in the ALTROZ DCA





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The ALTROZ DCA sports many premium features such as premium leatherette seats, auto headlamps, 7" touchscreen by Harman, 7" TFT digital cluster, rear ac vents, and iRA connected car technology among other features. Since its launch in January 2020, the ALTROZ has witnessed an overwhelming response from customers who have appreciated its laser-cut design, best-in-class safety, and exhilarating performance.

To know more about offers and car buying options, call your nearest dealership or visit <u>https://cars.tatamotors.com/cars/altroz</u>.

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About Tata Motors

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