

# Tata Punch

The all new Tata Punch is the first SUV built on ALFA-ARC (Agile Light Flexible Advanced Architecture), developed under Impact 2.0 design language. Designed for the next generation users, the Tata Punch is a no-compromise SUV, offering an exciting mix of tough utility with sporting dynamics that epitomises what a characterful SUV should be. It is bold, young, modern yet robust, compact yet practical, tough yet playful and exudes true expression of confidence and individuality.

The Tata Punch has been cleverly carved to sneak through the busy streets while being a fun car to drive on winding, rugged countryside vistas. It packs in a punch for SUV enthusiasts by providing ample cabin space, great drivability, segment leading safety and power packed performance of a true SUV. Combined with its versatility to go anywhere, the high seating position and a dynamic SUV design makes it a desirable choice for all SUV lovers. Whilst delivering all the expected attributes, Tata Punch goes above and beyond to bring customers an impactful offering, never seen presence like before, with extraordinary attention to detail and pristine quality execution, all while delivering a dynamic, stylish and a trendy urban SUV.

## Top 10 highlights of Tata Punch are:

- Stunning design with 16" Diamond Cut Alloys
- High Ground Clearance of 190mm +/-3 mm (Unladen)
- Spacious & premium interiors with Commanding Driver Position of an SUV (High seating, clear view of road)
- True SUV Performance with 1.2 L Revotron with DynaPro Technology
- Advanced AMT with TractionPro Mode
- Auto headlamp, rain sensing wipers & cruise control for driving convenience
- 90 Degree Opening Doors for easy ingress and egress & Rear Flat Floor
- 7" Harman Infotainment system with Android Auto & Apple Carplay
- 7" TFT Instrument Cluster
- iRA Connected Car Technology with What3Words & Natural Voice tech

## **Bold SUV Design**

The Punch carries forward the same authenticity of Tata SUVs. Intelligently designed in a compact footprint, the Tata PUNCH will be a high impact SUV and will redefine this crowded market. Its muscular surfacing and an athletic look make a perfect amalgamation for a tough SUV, living up to its bigger brothers

Despite its compact footprint, the Punch is designed to be just as comfortable carving through busy urban streets as it is at ease winding through the rugged rural vistas. It is designed to epitomize a characterful SUV with a unique balance of ruggedness, practicality and trendy design.

### **Stunning Exteriors:**

- 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)

### **Premium & Spacious Interiors:**

- 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

## **Versatile & Spirited Performance**

Tata Punch is engineered to offer a versatile driving experience while being frugal in its fuel consumption. It comes with the New Gen 1.2L Revotron Engine along with the latest Dyna-Pro technology.

### **New Gen 1.2 Revotron BS6 Gasoline Engine:**

- 86 PS Power & 113 Nm of Torque
- Seamlessly mated to 5 Speed AMT / Manual Transmission
- Dyna- Pro Technology
  1. Ensures delivery of fresh air to the engine in the best possible manner to aid efficient combustion and improved power delivery.
  2. Delivers additional low end torque and a punchy driving experience of a true SUV
- 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
- **Segment First Feature: Traction- Pro Mode (for AMT)**, enables a breezy drive through treacherous driving conditions, in situations where one of the wheels gets stuck in mud or low traction surfaces.

## **Absolute Safety**

The Punch is engineered to make sure that it provides un-compromised and absolute safety to all its occupants. Built on established ALFA-ARC that boasts of class leading safety, it also comes loaded with top-of-the-line safety features to ensure active and passive safety of the driver and the passengers at all times.

- Dual Airbags
- ABS with EBD and Corner Stability Control
- 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
- **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

### **Advanced Infotainment and Connectivity**

The New Tata Punch is design to be in-sync with the technologically savvy SUV customer of today.

- Floating Island Touch Screen Infotainment System with 7" High Resolution Display by Harman
- 6 Speakers (4 Speakers + 2 Tweeters)
- Instrument Cluster with 7" Coloured TFT Display
- Android Auto & Apple Car Play Connectivity
- Media, Phone & Navigation Mirroring between Infotainment & Instrument cluster
- Video Playback and view images through USB
- Voice Recognition & SMS Readout, Voice Alerts for Driver assistance

**iRA** -The revolutionary Connected Car Technology from Tata Motors that keeps the customer connected with his car and the community at all times. Highlights of iRA:

<p><b>LOCATION BASED SERVICES</b></p> <ul style="list-style-type: none"> <li>• What3Words</li> <li>• Nearest TML Service station / Roadside assistance</li> <li>• Navigation (Maps Integration)</li> <li>• Weather Updates</li> <li>• Geo Fencing</li> <li>• Time Fencing</li> <li>• Valet Mode</li> <li>• Share my car</li> <li>• Share location and get tracked live</li> </ul>	<p><b>VEHICLE SECURITY FEATURES</b></p> <ul style="list-style-type: none"> <li>• Intrusion alert</li> <li>• Remote Immobilisation</li> <li>• Speed Alert</li> <li>• Panic Notification</li> <li>• Emergency SMS</li> <li>• Find My Car</li> </ul>
<p><b>LIVE VEHICLE DIAGNOSTICS</b></p> <ul style="list-style-type: none"> <li>• Alerts about critical car parameters</li> <li>• View Car Health Dashboard</li> <li>• Custom messages (e.g "Happy Birthday") on cluster</li> </ul>	<p><b>GAMIFICATION</b></p> <ul style="list-style-type: none"> <li>• Tribes for socializing with Tata car owners</li> <li>• Best/Most Efficient users of the week/month (Driving Score basis)</li> <li>• View Trip details and Provide drive pattern analytics with Driver Score</li> </ul>
<p><b>REMOTE COMMANDS</b></p> <ul style="list-style-type: none"> <li>• Remote Lock/Unlock</li> <li>• Remote Lights On/Off</li> <li>• Remote horn</li> <li>• Natural Voice Commands</li> </ul>	<p><b>OVER THE AIR UPDATES</b></p> <ul style="list-style-type: none"> <li>• Over the air updates to update the Telematics ECU</li> </ul>

### **Class Leading Comfort & Convenience Features**

The Punch offers a wide range of comfort & convenience features that will delight its owners during long drives on the highway as well as quick cruising within the city.

<ul style="list-style-type: none"> <li>• Auto Headlamps &amp; Rain Sensing Wipers</li> <li>• Push Button Start</li> <li>• Up to 366 liters ( ISO V215) of Boot Space</li> <li>• Over 25 Utility spaces</li> <li>• Fully Automatic Temperature Control</li> <li>• Adjustable Driver Seat</li> <li>• Cooled Glove Box</li> </ul>	<ul style="list-style-type: none"> <li>• Auto Fold ORVM</li> <li>• Rear Arm Rest</li> <li>• Rear Wiper &amp; Wash</li> <li>• Steering Mounted Control</li> <li>• Tilt Steering</li> <li>• Fast USB Charger</li> <li>• One shot down driver window</li> <li>• Follow me home headlamps</li> </ul>
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## **All New Punch Technical Specifications**

<b>Engine</b>	
Max Power kW@rpm	63 kW (86 PS) @ 6000 rpm
Max Torque NM@rpm	113 Nm at 3300 rpm +/- 100 rpm
Type	1.2 Revotron Petrol NA Engine
Fuel, Emission Norms	Petrol BS6
Capacity, Cylinders	1199 cc , 3 Cylinders
<b>Transmission</b>	
Type	5 Speed AMT/ 5-Speed Manual
<b>Dimensions</b>	
Length x Width x Height (mm)	3827 x 1945 x 1615 (width with mirrors)
Wheelbase (mm)	2445
<b>Brakes</b>	
Front, Rear	Disc,Drum
<b>Suspension</b>	
Front	Independent, Lower Wishbone, McPherson Strut with Coil Spring
Rear	Semi Independent Twist Beam with Coil Spring and Shock Absorber
<b>Tyres</b>	
Wheel Size	195/60 R16 Alloys(Radial-Tubeless) 185/70 R15 (Radial-Tubeless)
Spare Tyre	185/70 R15 steel wheel
<b>Boot Space</b>	
Boot Space (Litres)	366 (as per ISO V215), 319 (as per ISO V210)
Kerb Weight (kg)(Unladen)	1000(Pure), 1010(Adventure), 1023(Accomplished), 1035(Creative)
<b>Tank Capacity</b>	
Fuel (Litres)	37
Seating Capacity	5 Seater
Ground Clearance(Unladen)	190mm +/-3mm

### **Unique Personas offering**

Tata Punch is configured with 4 different Personas to offer each customer a unique choice of features and design, to suit his/ her needs.

**Pure Persona** - For customers who appreciate minimalism and simplicity.

**Adventure Persona** - For the customers with a streak of adventure and love for the outdoors

**Accomplished Persona** - For the city dweller who loves to make a style statement with every drive

**Creative Persona** - For the digital natives, who want to be always connected and prefer information at their finger tips

Pure	Adventure	Accomplished	Creative
<ul style="list-style-type: none"> <li>• Dual airbags</li> <li>• ABS EBD</li> <li>• RPAS</li> <li>• ISOFIX provision</li> <li>• Central Locking with Key</li> <li>• IAC + ESS Technology</li> <li>• Brake Sway Control</li> <li>• Front power windows</li> <li>• Tilt Steering</li> <li>• 90 Degree Door</li> <li>• Flat Rear Floor</li> <li>• LED Indicators</li> <li>• Black ODH</li> <li>• Humanity Line</li> <li>• Door, wheel arch &amp; sill cladding</li> </ul>	<p>All Features of Pure +</p> <ul style="list-style-type: none"> <li>• Floating 3.5" infotainment</li> <li>• 4 speakers</li> <li>• Steering mounted control</li> <li>• USB Charging port</li> <li>• ORVM with electrical adjustment</li> <li>• All power windows</li> <li>• Follow me home HLLs</li> <li>• Anti glare IRVM</li> <li>• Central Remote Locking with Flip key</li> <li>• Full wheel covers</li> <li>• Body coloured ORVM, ODH</li> </ul>	<p>Features of Adventure +</p> <ul style="list-style-type: none"> <li>• Floating 7" Touch Screen infotainment by Harman with Android Auto &amp; Apple Car Play</li> <li>• 4 speakers, 2 tweeters</li> <li>• Rear View Camera</li> <li>• LED Tail Lamps</li> <li>• Front Fog Lamps</li> <li>• R15 Hyper style wheels</li> <li>• Push Button Start Stop</li> <li>• One touch Down Dr Window</li> <li>• Cruise Control</li> <li>• Driver Seat Height adjustment</li> <li>• Traction Pro(AMT Only)</li> </ul>	<p>Features of Accomplished +</p> <ul style="list-style-type: none"> <li>• Projector HLLs,</li> <li>• LED DRLs</li> <li>• R16 diamond cut alloys</li> <li>• Roof Rails</li> <li>• 7" TFT instrument cluster</li> <li>• Auto Headlamps</li> <li>• Rain sensing wipers</li> <li>• Auto folding ORVMs</li> <li>• Fully Automatic Temperature Control</li> <li>• Cooled Glove Box</li> <li>• Rear Wiper + Wash</li> <li>• Rear Defogger</li> <li>• Puddle Lamps</li> <li>• Rear Seat Arm rest</li> <li>• Leather Steering &amp; Gear Knob</li> </ul>

**Customisation Options** - In addition to various personas, customers can also choose custom packs of features and design over and above what each persona has to offer. This helps each customer further configure the vehicle as per his/her personality and needs.

Pure	Adventure	Accomplished	Creative
Rhythm Pack	Rhythm Pack	Dazzle Pack	IRA Pack
<ul style="list-style-type: none"> <li>• Floating 3.5" screen infotainment</li> <li>• 4 speakers</li> <li>• Steering audio control</li> </ul>	<ul style="list-style-type: none"> <li>• 7" Touchscreen Harman infotainment</li> <li>• 2 tweeters</li> <li>• Android Auto/ Apple CarPlay</li> <li>• Rear Camera</li> </ul>	<ul style="list-style-type: none"> <li>• 16" Diamond Cut Alloys</li> <li>• LED DRLs</li> <li>• Projector Headlamps</li> <li>• A Pillar Black Tape</li> </ul>	IRA Connected Car Technology

**Colour Palette** – Tata Punch will be offered in a wide range of 7 single & dual tone colours to vibe with the unique personality of every individual

Persona	Orcus White	Daytona Grey	Tropical Mist	Atomic Orange	Meteor Bronze	Tornado Blue	Calypso Red
<b>Pure</b>	Yes	Yes					
<b>Adventure</b>	Yes	Yes	Yes	Yes			
<b>Accomplished</b>	Yes	Yes	Yes	Yes	Yes		
<b>Creative (Dual Tone Roof)</b>	Yes (Black Roof)	Yes (White Roof)	Yes (White Roof)				