

Tata Punch becomes the fastest to cross 4 Lakh sales milestone among SUVs

Ranks as India's #1 car in FY25*

Mumbai, August 2, 2024 – Tata Motors, India's leading SUV manufacturer, is thrilled to announce that the Tata Punch has achieved a remarkable milestone, becoming the fastest to cross 4 Lakh sales milestone among SUVs, in just 34 months. Launched in October 2021, the Tata Punch introduced India to the sub compact SUV category. With its tall stance, high ground clearance and commanding driving position, the Punch is a stunning bold SUV that provides an exhilarating driving experience while smoothly navigating the diverse Indian terrains. Demonstrating the same, the Tata Punch emerged as one of the first front-wheel drive SUV to conquer the unpredictable peak of Sandakphu. Manoeuvring its way through the steep gradients, it proved its SUV capability to the world and truly punched above its weight, beating all the odds.

Ahead of its launch, the Punch received the coveted GNCAP 5-star rating with the highest adult occupant protection rating points achieved by any vehicle at that time. In August 2022, the Punch set a new benchmark in the industry, by becoming the first SUV to achieve the 1 Lakh sales milestone in a span of just 10 months. Ever since, the journey to next 1 Lakh has narrowed with the 2 Lakh milestone being clocked in the next 9 months, shortly followed by the 3 Lakh milestone in 7 months.



Furthermore, while the launch of the Punch iCNG in 2023 – First SUV with Tata Motors' innovative twin-cylinder technology with a no compromise boot space, disrupted the market, the introduction of the Punch.ev in January 2024 boosted the sales even further by making it accessible to a larger customer base in multiple drivetrains.

Speaking on this accomplishment, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd.,** said, *"Tata Motors has always been known for its deep understanding of the Indian consumer. This attribute enables us to create disruptive yet highly functional products. With the Punch, we not only introduced the Indian market to a new sub-segment but also successfully democratized the SUV attributes by offering a comprehensive package in a compact footprint. We are elated that the Punch has resonated so well with the Indian consumers and has progressively found a loyal customer base, who have become its biggest brand ambassadors. We take great pride in crossing this milestone and are confident that the next 1 Lakh will be achieved even faster."*

About Punch ICE:

The sub-Compact SUV segment witnessed exponential growth of 75% year-on-year with Tata Punch leading the pack in FY24, capturing a dominant 68% market share in this segment. Setting new benchmarks with pioneering features such as 90-degree door opening, Electronic Stability Program as a standard feature in the

for immediate use

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subcompact SUV category, Rain Sensing Wipers and the highest ground clearance of 187mm, the Punch stands out as the premier sub-compact SUV in the country today, reinforcing its commitment to safety. The addition of the CNG variant further bolstered sales, contributing to 30% incremental growth of the overall Punch brand.

About Punch.ev:

The Punch.ev has garnered significant attention from EV enthusiasts, contributing to an additional 15% to the overall sales growth of the Punch brand. The Punch.ev is the first vehicle to be introduced on the revolutionary pure EV architecture from Tata.ev – acti.ev (Advanced Connected Tech-Intelligent Electric Vehicle). This architecture allows the Punch.ev to combine the capability of long-range, exceptional performance, cutting-edge technology, and premium features typically found in higher segments. This is a product, which has helped dispel many myths about electric vehicles, with 21% of its buyers being first-time car owners. The Punch.ev is the fastest EV to reach 13,000 sales and continues to thrive in markets where the Punch brand is already strong. Furthermore, it has played an important role in increasing EV Penetration in certain markets which are conventionally known to be driven by ICE models.

With a 17.7% market share in the compact SUV segment, the Punch's success is further evidenced by its position as the highest-selling vehicle across all segments (YTD FY25). Demonstrating a 27% year-on-year increase in its sales for FY24, the Punch has been the top-selling SUV from January 2024 to June 2024. In terms of the overall sales, the Punch's petrol variant contributes 53% to the overall Punch sales, followed by 33% by its CNG variant and 14% by its EV variant (CY24).

*(YTD FY25)

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