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PRESS RELEASE

Tata Sierra Storms the Market with over 70,000 Order Confirmations on Day 1 of Bookings Opening

Additionally, 1.35 lakh more customers have submitted their preferred configuration and are progressing to complete booking formalities

Mumbai, December 17, 2025: The iconic Tata Sierra has made a thunderous comeback, capturing the imagination of India's automotive enthusiasts. On the very first day of bookings officially opening, the Sierra set a new benchmark for customer excitement and trust, recording over 70,000 confirmed bookings and an additional 1.35 lakh customers submitting their preferred configuration as they progress to complete booking formalities.

This phenomenal response underscores the Sierra's iconic status and its magnetic appeal as a premium mid-SUV in the hearts and minds of customers across India.

Speaking about the booking milestone, **Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility**, said, *"We sincerely thank our customers for this overwhelming response which reaffirms the legendary status of the Tata Sierra. True to its legacy of redefining norms, the Sierra has pioneered a new category: the Premium Mid-SUV. Harnessing a deep understanding of evolving consumer aspirations, it reimagines what a mid-size SUV can be. By enriching every dimension—space, comfort, luxury, safety, and everyday usability, the Sierra elevates the segment to an entirely new benchmark. The Sierra is more than a vehicle—it stands as a symbol of progress, individuality, and aspiration."*

Launched on November 25, 2025, by Tata Motors Passenger Vehicles, the all-new Tata Sierra marks the rebirth of an icon that has shaped aspirations, identities, and memories for over three decades. Meticulously recrafted for a new era, the Sierra preserves its legendary heritage and distinctive DNA while embracing cutting-edge modernity. It stands as a powerful symbol of achievement, individuality and the spirit of exploration, an invitation to Escape Mediocre and redefine what's possible. Available with three advanced powertrains—the 1.5L Kryojet Diesel, the 1.5L TGDi Hyperion petrol, and the 1.5L NA Revotron petrol, the Sierra delivers smooth, confident performance across diverse driving needs.

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