

## Command Max with the All-New Tata Punch

*The SUV India Loves is now Faster, Smarter, Safer, and Bolder*

*Unleash Thrill: Segment leading performance with the powerful iTurbo Engine*

*World-First Innovation: Twin-Cylinder iCNG Technology with AMT*

*Safety First: 5-Star Bharat NCAP Safety Rating*

*Introductory Price: Starting at just ₹ 5.59 Lakh*

**Mumbai, January 13, 2026:** Tata Motors Passenger Vehicles Ltd. (TMPV), India's leading manufacturer of cars and SUVs, today announced the launch of India's most loved SUV in an all-new, faster, smarter and bolder avatar.

The new Tata Punch combines unmatched power, superior comfort, cutting-edge technology, and muscular styling under its unique signature "Command Max" and is available at an introductory starting price of just ₹ 5.59 lakh (ex-showroom, New Delhi).

Having pioneered the subcompact SUV category with its debut in October 2021 and already trusted by ~700,000 customers, the new Tata Punch advances its legacy of creating industry benchmarks by introducing two advanced powertrain options:

- ✓ Enjoy exhilarating performance with the **1.2L Turbocharged iTurbo Revotron engine**, delivering a best-in-class power-to-weight ratio for unmatched driving excitement.
- ✓ Drive the first SUV to feature the revolutionary combination of **twin-cylinder iCNG technology paired with an AMT gearbox** for unmatched efficiency and convenience.

Launching the all-new Tata Punch, **Mr. Shailesh Chandra, MD & CEO, Tata Motors Passenger Vehicles Ltd.** said, *"The Punch has always been a reflection of India's evolving ambitions, democratizing the SUV experience with a feature-rich package that earned it a place among India's best-selling SUVs. The Punch gave India the freedom to explore long, stress-free, inter-city drives with its commanding position and confidence behind the wheel. Today, we have taken this experience to the next level. With the new Punch, we've redefined what an SUV in this segment can be – shaped by customer insights and engineered with new age technology at its core. It's faster, smarter, and safer, complemented by a bold, muscular stance with the confidence to truly Command Max. This evolution reflects our passion for continuous innovation towards enhancing customer delight. We're excited for the new Punch to win more hearts across India."*

### First in India

- iCNG Twin-Cylinder Technology with AMT Transmission

### Best in Segment

- Powerful iTurbo Engine with Best in Class Power to Weight Ratio
- 65W front Type-C USB Charger
- Rain Sensing Wipers
- High Resolution 26.03cm HD Infotainment
- Auto Dimming IRVM
- 360 Degree HD Surround View System
- Rear Armrest for Increased Comfort
- Clima Touch Automatic Temperature control
- Smart Digital Steering Wheel
- Air-purifier
- Powersight LED Head Lamp
- iTPMS as Standard
- 4 Speaker and 4 Tweeter
- Follow Me Home Lamps as Standard
- Command Entry 90 Deg Door Opening

### Tata Punch Milestones

- Pioneered the subcompact SUV segment at launch in 2021
- First front-wheel drive SUV to scale Sandakphu, reaffirming its real-world capability in 2021
- India's largest selling 4-wheeler for CY 2024 and bestselling SUV for FY 2025
- Consistently ranked among the top 10 cars sold in India since 2022
- Trusted and enjoyed by ~700,000 customers in just over 4 years

Please find below the complete pricing table for the new Tata Punch (ex-showroom, New Delhi)

New Punch Personas	Revotron Petrol MT	Revotron Petrol AMT	iCNG MT	iCNG AMT	iTurbo MT
	Price				
<b>Smart</b>	5.59		6.69		
<b>Pure</b>	6.49		7.49		
<b>Pure +</b>	6.99	7.54	7.99	8.54	
<b>Pure + S</b>	7.34	7.89	8.34		
<b>Adventure</b>	7.59	8.14	8.59	9.14	8.29
<b>Adventure S</b>	7.94		8.94	9.49	
<b>Accomplished</b>	8.29	8.84	9.29		
<b>Accomplished + S</b>	8.99	9.54		10.54	9.79

## Know more about the all-new Tata Punch

### Command Bolder

The new Punch dominates the subcompact-SUV segment with an uncompromising blend of strength, sophistication, and cutting-edge innovation. Its bold, upright stance, and sculpted surfaces radiate authority, while the rugged 3D front grille and bull guard bumper along with the PowerSight LED Headlamps & Infinity Glow LED Connected Tail lamps announce one's arrival with confidence. High-set rear proportions, a sporty spoiler, and striking alloy wheels amplify its commanding presence from every angle.

Inside, the all-new Punch offers a spacious cabin that is designed to assert control with a bold dashboard, premium infotainment, and ambient lighting creating an environment that feels as powerful as it looks. Driver-focused ergonomics, a commanding seating position, and smart packaging ensure comfort and practicality without compromise. The adventurous interior palette, featuring mountain-inspired graphics and dark grey speckled finishes, reinforces its go-anywhere DNA.

Executive Lounge Seats with extended thigh support redefine long-distance comfort, while the DuoTone Signature Dash elevates sophistication. A flat rear floor design maximizes legroom, ensuring every passenger enjoys the space and confidence that comes with true presence.

### Command Smarter

The new Punch is engineered to put the driver in complete command, delivering an unmatched blend of advanced technology and supreme comfort. Every feature is designed to inspire confidence and elevate convenience, ensuring that every journey feels effortless, connected, and in control.

Setting a new benchmark in its segment, the new Punch integrates an array of premium innovations that redefine comfort and capability. A powerful 65-Watt front Type-C USB charger ensures fast, reliable device charging, while Rain Sensing Wipers provide added ease in unpredictable weather. The Ultra View 26.03 cm HD infotainment system offers best-in-class resolution, clarity and an intuitive interface, making every interaction seamless.

Safety and convenience are uncompromised with an Auto-Dimming IRVM and a 360-Degree HD Surround View System, enhancing situational awareness. Inside, comfort reigns supreme with a rear armrest, Clima Touch Automatic Temperature Control, and an integrated air purifier for a consistently fresh cabin.

Command technology at fingertips with the Smart Digital Steering Wheel, while Powersight LED headlamps illuminate the road ahead with precision. iTPMS comes standard for enhanced safety, complemented by a premium audio system featuring four speakers and four tweeters for an immersive sound experience.

Convenience is elevated through thoughtful features like Follow-Me-Home lamps, Command Entry with 90° door opening, and a suite of intelligent technologies that make every drive effortless. The new Punch doesn't just move its occupants – it empowers to command the road with confidence, comfort, and cutting-edge technology.

### **Command Max Capability**

The new Punch redefines the subcompact-SUV segment it created with unmatched versatility and innovation. Built for those who demand maximum performance, it offers an unmatched portfolio of powertrain options to empower the customer to choose the ideal balance of performance and efficiency: Petrol, CNG, and a segment-first and best-in-class iTurbo Petrol paired with a manual transmission. Adding to its dominance is the first in segment iCNG technology with AMT, delivering versatility without compromise.

At its heart lies the 1.2L Turbocharged iTurbo Revotron engine, engineered for authority. With a best-in-class power-to-weight ratio, it unleashes exhilarating performance and confident drivability, whether conquering city streets or commanding highways. Meanwhile, the advanced iCNG technology ensures supreme efficiency without sacrificing practicality, thanks to intelligent twin-cylinder innovation that preserves boot space while retaining premium features.

### **Command Safety**

Built on the Alfa-Arc architecture and reinforced with Ultra High Strength Steel, the new Punch is kept safe by the Tata Safety Dome – a 360° shield engineered to deliver beyond conventional safety standards. With over 95+ active and passive safety features, the new Punch ensures that families can travel in a cocoon of supreme protection.

From the moment the journey begins, safety surrounds everyone inside. Six airbags come standard, including Pelvis-Thorax side airbags, while the Electronic Stability Program (ESP) maintains control even on challenging terrains. Driving becomes effortless with Auto Headlamps and Rain-Sensing Wipers, while 3-point ELR seatbelts with reminders across all seats ensure every passenger is securely fastened. Ready for every terrain India has to offer, Hill Hold Control and Hill Descent Control provide unmatched confidence, add to this the convenience of a rear defogger, rear wiper, and wash, and the new Punch is ready for any weather.

The New Punch doesn't just meet safety benchmarks – it redefines them. Bolstered by a 5-star B-NCAP rating and secured by the Tata Safety Dome, every journey becomes a statement of confidence and care.

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