

The Legend Returns: Tata Motors Launches the All-New Sierra

Creates a new Premium Mid SUV space in the industry

Escape Mediocre: Drive the All-New Sierra at Introductory Pricing Starting ₹ 11.49 Lakh

Mumbai, November 25, 2025: Tata Motors Passenger Vehicles Ltd. proudly announces the launch of the all-new Tata Sierra, a rebirth of an icon that has shaped aspirations, identities, and memories for over three decades. Reimagined and recrafted for a new era, the Sierra retains its legendary heritage and distinctive DNA while embracing modernity, standing as a symbol of achievement, individuality, and the spirit of exploration. The Sierra returns not just as an SUV, but as a movement inspiring India to aspire for the better and escape from the mediocre.

Launching the new avatar of the Tata Sierra, **Shailesh Chandra, MD & CEO, Tata Motors Passenger Vehicles Ltd., said,** *"With the new Sierra, we are setting a new benchmark for what Indian mobility can be. The Tata Sierra stands as a testament to our belief that customers deserve more than the ordinary: they deserve innovation that inspires, design that resonates emotionally, and a premium experience that elevates every journey. This legend returns to inspire pride, express individuality and embrace progress, while enjoying the highest standards of comfort, technology, and safety. The Sierra is our commitment to lead, to challenge conventions, and to deliver an icon that truly moves India forward with purpose and distinction."*

A Legacy Reimagined

When the Sierra debuted in 1991, it was unlike anything India had seen — a bold silhouette, progressive design, and pioneering features that made it iconic. More than a vehicle, it embodied a belief: that India deserved more than average, that mobility could express individuality, and that engineering should push boundaries. Today, that legend returns — reinvented for a new era. The new Sierra carries forward its unmistakable identity while elevating every dimension: design, technology, capability, and craftsmanship - a cultural symbol of innovation, boldness, and personal expression.

A New Category Created: The Premium Mid-SUV

The Sierra never merely fits into a segment; it creates a new one — then and now. Born from a deep understanding of consumer needs and their evolving aspirations, the Sierra reimagines what a mid-size SUV can be. It adds a premium edge to the familiar by enriching every dimension — space, comfort, luxury, safety, and everyday usability, elevating the entire segment to a higher benchmark in every meaningful way. The Sierra is not just an SUV; it is a statement of progress, offering a richer, more meaningful experience that resonates with individuality and ambition.

A Resonance Across Generations

India is evolving — and so are its aspirations. The new Sierra strikes an emotional chord that transcends generations. For those who once admired it in magazines, it is the dream they promised themselves. For those who saw it commanding the roads, its aspiration fulfilled. And for a new, younger audience, it is timeless cool. With design excellence earning global acclaim by winning the prestigious **Red Dot Design Award**, it is an SUV that stands unmistakably apart from the rest. More than a stylish SUV, the Sierra is a nameplate with emotional heft, connecting with identity and aspiration, and offering a richer, more meaningful experience.

A Way to Escape the Mediocre

The Sierra signals a shift in what Indian customers are willing to accept. For too long, choices in the market have felt ordinary, predictable, and interchangeable. The Sierra changes that. **“Escape Mediocre”** is not just a line — it is a belief. A belief that customers today want presence over conformity, individuality over imitation, and a drive that feels truly elevated. This is not just the return of a legend. It is a movement to escape the mundane and the forgettable, and to embrace something distinctive, expressive, and full of intent. And above all, the Sierra is about owning an icon. It brings pride, identity, and timeless desirability — emotional equity that no mediocrity can command.

Welcome to Freedom. Welcome to Sierra.

Please note - For Product features, please refer to the Pillar and Associated Key Features and Ready Reckoner document in the press kit.

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