

Tata-Motors-Passenger-Vehicles-Ltd.-and-Red-Bull-India-Collaborate-to-Embark-on-an-Adventurous-Journey

In-the-first-of-these-adventures,-the-Harrier.ev-scales-a-fearsome-challenge-in-an-exhilarating-video,-to-be-released-soon.

Mumbai,-November-25,-2025:-Tata-Motors-Passenger-Vehicles-Ltd-(TMPVL),-India’s-leading-automobile-manufacturer-and-the-leader-of-the-country’s-EV-revolution-today-announced-its-association-with-Red-Bull-India.-Through-this-association,-the-two-companies-will-combine-their-might—TMPVL-with-its-capable-line-of-products-and-Red-Bull-with-its-incredible-athletes,-to-take-on-exhilarating-acts-that-challenge-the-norms.-

The-first-of-these-stunts-features-India’s-most-powerful-homegrown-SUV,-the-Harrier.ev,-whose-commanding-stance-and-go-anywhere-off-road-capability-meets-Red-Bull’s-legendary-Lebanese-athlete-Abdo-“Dado”-Feghali,-Guinness-World-Record-holder-for-the-longest-drift-and-a-global-icon-in-rally-and-drifting.

Talking-about-this-association,-**Mr.-Vivek-Srivatsa,-Chief-Commercial-Officer,-Tata-Passenger-Electric-Mobility-Ltd.**,-said,-“These-are-truly-exciting-times-as-we-partner-with-a-company-like-Red-Bull—known-for-defying-limits.-This-collaboration-brings-together-two-brands-that-share-a-passion-for-innovation,-performance,-and-pushing-boundaries.-We-are-excited-to-showcase-how-cutting-edge-technology-and-stylish-design-can-complement-the-thrill-of-adventure-and-extreme-performance.-This-journey-promises-to-be-nothing-short-of-extraordinary.”

Reliving-his-experience-with-the-Harrier.ev,-**Red-Bull-athlete-Abdo-“Dado”-Feghali**,-said,-“The-Harrier.ev-truly-delivers-on-its-promise-of-go-anywhere-capability.-After-conquering-steep-terrains-in-the-Elephant-Rock-challenge,-it-exceeded-expectations-by-effortlessly-completing-the-latest-task-we-threw-at-it.-Its-segment-leading-torque-offers-smooth,-linear-delivery,-making-every-obstacle-feel-convenient.-This-experience-is-a-testament-to-the-Harrier.ev’s-engineering-excellence—a-new-benchmark-for-electric-SUVs-in-India.”

This-association-marks-the-beginning-of-an-exciting-adventure-between-TMPV-and-Red-Bull-India---both-brands-that-share-a-vision-of-delivering-unforgettable-experiences-that-celebrate-power,-precision,-and-passion.-The-first-challenge,-featuring-the-Harrier.ev,-will-go-live-across-all-platforms-in-the-coming-few-days.-Stay-Tuned.

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