

Dear Media Friends,

Greetings on behalf of Tata Motors Passenger Vehicles!

As families across Kerala come together to celebrate Onam, cherish traditions and look back with pride on the milestones achieved over the past year, Tata Motors Passenger Vehicles (TMPV), today announced a host of special Onam offers across India's safest and most comprehensive range of cars, SUVs and EVs.

Available throughout August 2026, customers can enjoy benefits of up to ₹2.25 lakh*, priority deliveries on bookings and attractive financing solutions designed to make vehicle ownership more accessible and rewarding.

Enhancing the festive excitement further, TMPV has also introduced the exclusive Sierra Jubilee Edition, Nexon CAMO Edition and Punch HBX Pack, offering customers distinctive new ways to express their individuality.

Please find attached and appended the press release for your reference.

Image 1 caption: (From L–R) Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd., Mr. Sarosh Poornam, Head – Marketing, Tata Motors Passenger Vehicles Ltd., and Mr. Abdurahiman K, Zonal Business Head – South, Tata Motors Passenger Vehicles Ltd. with the newly launched Sierra Jubilee Edition, at the Onam celebration meet organised by the Company in Kochi.

Regards
Tata Motors PV Team

Celebrate New Beginnings This Onam with Tata Motors Cars & SUVs

Enjoy Exclusive Benefits of up to ₹2.25 Lakh, Priority Deliveries and access to exclusive Limited-Edition Vehicles*

Key Highlights:

- **Drive home exclusive limited-edition models**, including the Sierra Jubilee Edition, Nexon CAMO Edition and Punch HBX Pack.
- **Celebrate Onam with savings of up to ₹2.25 lakh*** across Tata Motors' extensive portfolio of cars, SUVs and EVs.
- **Enjoy priority deliveries** on Onam bookings and drive home your new vehicle in time for the festive season.
- **Make ownership easier than ever** with attractive finance schemes, low EMI options, special interest rates, extended repayment tenures and flexible payment plans.
- **Experience Tata Motors Passenger Vehicles closer to you** through special festive pop-up stores across key locations in Kerala.
- **Festive offers valid throughout August 2026.**

Kochi, August 07, 2026: As families across Kerala come together to celebrate Onam, cherish traditions and look back with pride on the milestones achieved over the past year, Tata Motors Passenger Vehicles (TMPV), today announced a host of special Onam offers across India's safest and most comprehensive range of cars, SUVs and EVs. Available throughout August 2026, customers can enjoy benefits of up to ₹2.25 lakh*, priority deliveries on bookings and attractive financing solutions designed to make vehicle ownership more accessible and rewarding. Enhancing the festive excitement further, TMPV has also introduced the exclusive **Sierra Jubilee Edition, Nexon CAMO Edition and Punch HBX Pack**, offering customers distinctive new ways to express their individuality.

As Kerala's fastest-growing PV brand and India & Kerala's #1 EV brand, TMPV is celebrating Onam with special offers designed to help customers mark their next milestone. With the widest range of passenger vehicles in the country, spanning multiple body styles, use cases, price points, fuel options and a wide service network spanning 85 service centres (1 service centre every 15 km), TMPV offers customers the freedom to choose a vehicle that best complements their aspirations, lifestyle and mobility needs, while also guaranteeing complete peace of mind throughout the lifecycle.

At the heart of this year's Onam campaign is the theme, **"Celebrate How Far You've Come."** More than a festival of reunion and celebration, Onam is a moment to pause and reflect on the progress we have made, the dreams we have fulfilled, and the journeys that continue to shape our lives. Whether it is a family's first car, an upgrade to a bigger SUV, or a transition to electric mobility, every Tata car and SUV becomes a companion in these meaningful milestones, helping customers move forward with confidence, safety and pride.

Launching the festive offer and speaking about the significance of Kerala to the company's growth journey, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd.**, said, *"Onam is a celebration of cherished traditions, meaningful reunions and the progress that every family takes pride in. It is a season of gratitude for how far they have come and optimism for the road ahead. Through our 'Celebrate How Far You've Come' campaign, we are celebrating the aspirations, achievements and milestones that make every customer's journey and success unique. Kerala has always been a deeply important market for TMPV, and we are delighted to mark this festive season with special editions, attractive offers and seamless ownership solutions across our safest and most diverse range of cars and SUVs. We look forward to celebrating with our customers their next milestone and creating many more joyful memories."*

Model-wise Festive Benefits*

ICE Model	Benefits Up To*	EV Model	Benefits Up To*
Altroz	₹54,500	Nexon.ev	₹60,000
Nexon	₹72,500	Curvv.ev	₹55,000
Curvv	₹77,500		
Sierra	Loyalty benefit of ₹30,000	Harrier.ev	₹2,25,000 including Loyalty benefit of ₹1,00,000 and Free Insurance
Harrier	₹47,000		
Safari	₹47,000		

About the New Introductions

The **Sierra Jubilee Edition** is a limited-period special edition available on the Smart+, Pure and Adventure variants. Priced at a bundled premium of ₹50,000 on Smart+ and ₹40,000 on Pure and Adventure variants, it enhances the SUV's visual appeal with distinctive styling upgrades including roof rails, grille enhancements and exterior cladding. The Adventure variant additionally receives the exclusive Sierra ROQ package with branded cladding, skid plates, a hood scoop and body decals.

The **Nexon CAMO Limited Edition** celebrates a decade and the trust of over 11 lakh customers of India's No. 1 SUV with exclusive CAMO-inspired styling, signature badging, bespoke seat detailing and unique exterior colours such as Munnar Mist and Coorg Cloud. Starting at ₹9.99 lakh, it combines distinctive design with premium technology, including the new Ultra View Twin HD Digital Cockpit, ADAS, 360° Surround View System and JBL-branded audio, while offering a choice of petrol, diesel and turbocharged CNG powertrains.

The **Punch** and **Punch.ev** are feature-rich SUVs that pair bold design with advanced technology and class-leading safety, priced from approximately ₹6 lakh and ₹10 lakh (ex-showroom) respectively. Built for a commanding road presence, the range packs in LED lighting, large touchscreen infotainment with wireless Android Auto and Apple CarPlay, connected car tech, cruise control, automatic climate control and sunroof options. Safety runs deep too, with 6 airbags as standard, ESP, hill hold control, a 360° camera with blind view monitor and a 5-star Bharat NCAP rating — while the Punch.ev adds a certified range of up to 468 km***, fast-charging capability, lifetime HV battery warranty** and a suite of EV-focused technologies.

For customers seeking an even bolder stance, the **Punch HBX Pack** — available at ₹29,999 — adds a range of adventure-inspired exterior upgrades, including Armour Guard skid plates, body cladding, roof rail inserts, a rear spoiler and Trailmark tail lamp cladding. Installed through authorized dealerships and backed by up to a two-year accessory warranty, the package gives the Punch a bolder, more rugged visual identity.

The **Sierra.ev**, TATA.ev's recently launched electric SUV, starts at ₹21.49 lakh (ex-showroom) and pairs iconic design with next-generation electric mobility. Built on the advanced acti.ev+ architecture, it delivers a certified range of up to 665 km** with fast-charging capability. Inside, it impresses with the Horizon View triple-screen infotainment system, a Panoramax sunroof, a 12-speaker JBL audio system with Dolby Atmos, ventilated powered seats, and a connected car suite packed with 70+ features. Safety comes standard too, with a 540° surround view system, L2+ ADAS, Auto Park Assist, and a lifetime HV battery warranty** — rounding out a compelling mix of luxury, technology and capability.

The Next Gen **Tiago** and **Tiago.ev**, give customers a choice of advanced petrol, iCNG and electric mobility options, priced from approximately ₹4.69 lakh and ₹9.99 lakh (ex-showroom) respectively. Built with a bold, contemporary character, the range brings together premium features such as Lux Beam LED headlamps, large touchscreen infotainment with wireless Android Auto and Apple CarPlay, Wireless Charger, connected car technology, automatic climate control and cruise control. Safety runs deep too, with 6 airbags as standard, ESP with traction control, hill hold control and advanced 360-degree Surround View System HD Camera with Blind View Monitor — while the Tiago.ev adds fast-charging capability, a certified range of up to 285 km (MIDC) and a lifetime HV battery warranty** on its 24 kWh battery pack, rounding out a compelling blend of technology, convenience and everyday practicality.

*TBC applies
** The term 'lifetime' refers to the period of three years for the first owner from the first date of registration of the vehicle at the local regional transport office, in accordance with the Motor Vehicles Act, 1988. TBC apply.
*** ARAI Certified, Urban + Extra Urban (MIDC) Part 1 + Part 2, actual performance figures may vary depending on various conditions including driving patterns, etc.

– Ends –

About Tata Motors Passenger Vehicles Ltd. (Formerly Tata Motors Ltd):

Part of the USD 180 billion Tata Group, Tata Motors Passenger Vehicles Ltd. ('the Company', BSE: Scrip code 500570; NSE: Scrip code TMPV) is one of India's leading automobile manufacturers, offering a diverse portfolio of cars and SUVs renowned for their design, safety, and performance. The Company delivers multi-powertrain options, advanced connected technologies, and intelligent personal mobility solutions. Known for its innovation, reliability, and engineering prowess, the Company is at the forefront of India's electric vehicle revolution, accelerating the nation's shift toward sustainable mobility. It continues to drive progress across zero emission, connected, and future ready mobility solutions, supported by robust design and R&D capabilities.

*In terms of a Composite Scheme of Arrangement sanctioned by the Hon'ble National Company Law Tribunal, Mumbai Bench, the name of the Company was changed from Tata Motors Limited to Tata Motors Passenger Vehicles Limited w.e.f. October 13, 2025.

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To know more, please visit <https://cars.tatamotors.com/> ; also follow us on X: https://x.com/tatamotors_cars/

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