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Tata Motors Passenger Vehicles introduces Nexon CAMO, a bold new expression of India's No. 1 SUV

Priced attractively at a starting price of at ₹9.99 lakh (Ex-showroom, Delhi)

Available in exclusive Munnar Mist and Coorg Cloud colorways

Feature-rich offering across Petrol, Diesel and CNG powertrains

Mumbai, 6th August 2026 - Celebrating a decade of Nexon and the trust of over 11 lakh customers, Tata Motors Passenger Vehicles (TMPV), one of India's leading automotive manufacturers, today announced the launch of the Nexon CAMO, starting at ₹9.99 lakh (Ex-showroom, Delhi). Available in two exclusive premium colours, Munnar Mist and Coorg Cloud, the Nexon CAMO combines bold styling with an enhanced technology package featuring the Ultra View Twin HD Digital Cockpit 31.24 cm (12.3-inch) infotainment system by Harman™ & 26.03 cm (10.25-inch) Digital Instrument Cluster by Harman™ with embedded Navigation and an integrated dashcam recorder as part of the 360° Camera Surround View System. Complementing these additions is a strong package of premium comfort, safety and intelligent technology features, including ADAS, a voice-assisted panoramic sunroof, ventilated leatherette seats and a JBL audio system. Available across Petrol, Diesel and iCNG powertrains, with multiple transmission options, the Nexon CAMO offers a distinctive ownership proposition for every kind of SUV customer.

Over the years, the Tata Nexon has established itself as one of India's most successful and iconic SUV brands by continuously evolving in line with changing customer aspirations. From democratizing safety, advanced technology and turbocharged performance to offering unmatched powertrain choice, the Nexon has consistently redefined expectations in the compact SUV segment while building a strong legacy of innovation and customer trust. Timed to coincide with the upcoming festive season, the Nexon CAMO builds on that philosophy by combining exclusive styling, enhanced technology and premium new colours with Nexon's proven strengths of safety, performance and versatility. With availability across Petrol, Diesel and iCNG powertrains, as well as multiple transmission options, there is a Nexon CAMO for every customer and every driving preference.

Commenting on the launch, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility** said, "Since its launch a decade ago, the Nexon has provided comfortable, safe and enjoyable journeys for over 1.1 million families, becoming one of India's most iconic nameplates with a unmissable presence on the roads. This success has been built on constantly raising the bar in safety, technology and design, while keeping these innovations accessible to a wider set of customers. The Nexon CAMO carries that spirit forward, with two striking new colours and an elevated technology package that makes it the most distinctive Nexon yet. Timed perfectly for the festive season, it gives customers an even stronger reason to make the Nexon their own."

All You Need to Know About the New Nexon CAMO

Built on the same winning foundation that has made the Nexon the benchmark of the compact SUV segment, the Nexon CAMO enhances the ownership experience with exclusive design elements, premium technology and distinctive character, creating a more aspirational, feature-rich package for customers who want their SUV to stand out.

Features to look out for:

- Ultra View Twin HD Digital Cockpit with 31.24 cm (12.3-inch) infotainment system by Harman™

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- 26.03 cm (10.25-inch) Digital Instrument Cluster by Harman™ with embedded Navigation
- Dash Cam Recorder is integrated with the 360° Camera Surround View System, with impact-event protection and support up to 256 GB of storage
- Exclusive CAMO identity with signature CAMO badging on both fenders and CAMO-themed perforation on the front seat headrests
- Voice-assisted Panoramic Sunroof for an open, airy cabin experience
- Ventilated front seats for superior comfort in all weather conditions
- 360° Camera with Blind Spot View Monitor for stress-free parking and maneuvering
- 9-speaker JBL audio system with subwoofer for an immersive sound experience
- ADAS with 7 intelligent driver assistance functions calibrated for Indian driving conditions
- 6 airbags and ESP
- Choice of powertrains: 1.2L Turbocharged Revotron Petrol (120 PS/170 Nm), 1.5L Turbocharged Revotorq Diesel (114.5 PS/260 Nm), and the segment's only 1.2L Turbocharged iCNG (100 PS/170 Nm) with Twin Cylinder Technology

Two Colours. Two Distinct Expressions.

Munnar Mist - A dynamic dark green shade with a unique dual-tone personality. In the shadows it appears as a sophisticated grey, while under sunlight it comes alive with rich green tones and a subtle golden tint, giving the Nexon CAMO a distinctive presence that evolves with its surroundings.

Coorg Cloud - A contemporary grey-silver finish that blends sophistication with rugged character. Enhanced by subtle metallic highlights, it creates a sense of depth and movement, delivering a presence that is understated yet unmistakably premium.

Nexon CAMO – Variant-wise Price* Range

	Petrol (in ₹ Lakh)			Diesel (in ₹ Lakh)		CNG (in ₹ Lakh)
	MT	AMT	DCA	MT	AMT	MT
Creative CAMO	9.99	11.09	11.59	11.54	12.14	11.39
Creative + S CAMO	10.64	11.34	-	11.79	12.44	11.69
Creative + PS CAMO	11.64	-	12.79	-	-	12.59
Fearless + PS CAMO	12.59	-	-	-	-	13.54
Fearless + A PS CAMO	-	-	13.94	-	-	-

*Ex-showroom, Delhi

About the Nexon

Over the last nine years, the Tata Nexon has become one of India's most successful SUV brands, earning the trust of over 1.1 million customers through its relentless focus on safety, innovation and value. A pioneer in the compact SUV segment, it introduced several category-defining milestones, including India's first 5-star Global NCAP-rated compact SUV, India's first turbocharged iCNG SUV, and the first car under ₹10 lakh with a panoramic sunroof. Today, as India's No. 1 SUV, the Nexon continues to set benchmarks with its unmatched choice of Petrol, Diesel, CNG and Electric powertrains, while making premium technology and advanced safety accessible to a wider set of customers.

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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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