

Press Release

Legend—Hypercharged: Introducing the All-New Sierra.ev

– Uncompromised Driving Freedom with 510–530 km C75 Real-World Range* | Lifetime HV Battery Warranty**

– Crafted to thrill with 0–100 km/hour in just 5.8 seconds*

– Take home your Sierra.ev from ₹ 18.79 Lakh (Introductory Pricing)

Mumbai, June 30, 2026: TATA.ev, India's leader and pioneer in electric mobility, today launched the all-new **Sierra.ev** – redefining an icon for a bold, electric future. The most advanced and aspirational interpretation of the legendary Sierra yet, the **Sierra.ev** seamlessly combines its unmistakable design DNA with next-generation EV technology, immersive digital experiences, and intelligent innovation to deliver an uncompromised SUV experience.

Crafted for customers who seek distinctive design, exhilarating performance, and everyday practicality, it offers **exceptional space, intelligent technology, and effortless capability**, while harnessing the inherent advantages of electric mobility. With the **Sierra.ev**, TATA.ev sets a new benchmark for modern SUVs – one that is progressive, capable, and unmistakably iconic. With bookings starting today and deliveries commencing from 15 July 2026, the **Sierra.ev** is available at an introductory starting price of ₹ 18.79 Lakh.

The launch of the Sierra.ev comes at a defining moment for the Indian automotive market, with electric mobility decisively moving into the mainstream. Strong customer confidence, improving total cost of ownership, the rapid scale-up of charging infrastructure, and a maturing ecosystem are driving a structural shift in adoption with EVs transitioning from early adopters to a compelling, everyday mobility choice.

Launching India's most desirable SUV, the Sierra.ev, **Shailesh Chandra, MD & CEO, Tata Motors Passenger Vehicles Ltd.**, said: *"The Sierra has always stood for more than just mobility. It has been an icon of innovation, aspiration and progress, bringing the future closer to customers. When reintroduced, it once again broke new ground by creating India's premium mid-SUV segment. Today, with Sierra.ev, we are taking that legacy forward and setting a new benchmark for what an uncompromised premium SUV can be in the electric era. Combining exceptional real-world range, exhilarating performance, intelligent technology, indulgent comfort and go-anywhere capability, the Sierra.ev delivers an SUV experience that is as desirable as it is transformative."*

The mid-SUV segment sits at the heart of India's SUV market, shaped by a new generation of customers who see their vehicle as a reflection of their lifestyle, ambitions and identity. As EVs move firmly into the mainstream, desirability will be the defining catalyst for adoption. The Sierra.ev is designed to lead that shift. More than our most advanced SUV yet, it is a bold expression of the future – making electric mobility more appealing, accessible and compelling than ever before, while accelerating India's journey towards a cleaner, zero-emission future."

Sierra.ev: Legend—Hypercharged

Real-Life, Real-World EV Supremacy

- ✓ 665 km MIDC range*** | 510–530 km real-world range
- ✓ Lifetime HV Battery Warranty**
- ✓ Express charging: 263 km* in 15 min*
- ✓ 504 Nm Torque with 306 Ps Power*

Luxury LifeSpace, Indulgent Technology

- ✓ Segment-largest PanoramaMax Sunroof
- ✓ Theater Pro with Triple Screens, Dolby Atmos® & SonicShaft
- ✓ HypAR HUD for intuitive driving
- ✓ e-Valet Suite: Auto Park, Summon & Reverse Assist
- ✓ Digi Access for seamless entry & control

Go Anywhere. Do Anything (GADA)

- ✓ 0–100 km/hour in 5.8 seconds*
- ✓ Dual-Motor QWD
- ✓ Ultra Glide Suspension with Frequency Dependent Damping
- ✓ 540°HD Camera with 4Sight Blind Spot View

Persona Wise Introductory Ex-Showroom Prices*

Persona	Pure	Pure S	Adventure	Empowered	Empowered A
63 kWh RWD	₹ 18.79 lakh	₹ 19.99 lakh	₹ 20.99 lakh	₹ 22.79 lakh	-
75 kWh RWD	-	-	₹ 22.19 lakh	₹ 23.79 lakh	₹ 24.79 lakh

Experience **AWD** on Empowered A 75 for an additional ₹1.2 lakh
7.2 kW AC fast charger option available at an additional ₹49,000

*price without charger and installation cost
* Ex-showroom price Mumbai

Know more about Sierra.ev

With the Sierra.ev, customers no longer have to choose between going electric and having everything they expect from a premium SUV. It delivers greater capability, performance, and technology, setting a new benchmark for what an electric SUV can be.

As a **Luxury LifeSpace with Indulgent Technology**, it elevates ownership through exceptional space, comfort, and craftsmanship, seamlessly integrated with advanced connected and digital experiences. Through **Real-Life Real-World EV Supremacy**, it combines confidence-inspiring range, ultra-fast charging, and everyday practicality to make long-distance electric mobility effortless. Its **Go Anywhere, Do Anything (GADA) Performance** further reinforces its capability-first DNA, delivering exhilarating performance, all-wheel-drive capability, intelligent terrain management, and confidence across diverse driving conditions.

Together, these strengths make the Sierra.ev the only vehicle a family truly needs.

Luxury LifeSpace with Indulgent Technology

Sierra.ev transforms the traditional SUV cabin into a true LifeSpace – where legendary design meets indulgent, intuitive technology to create an environment that adapts seamlessly to every journey. It combines segment-leading roominess and lounge-like openness with a deeply immersive digital and sensory experience. From cinematic infotainment and concert-grade audio to intelligent controls and personalization, every element is designed to elevate comfort, engagement, and convenience. The result is a space that goes beyond functionality – crafted to anticipate needs, enrich every journey, and redefine what time on the road can feel like.

Key Features:

1. Theater Pro with Horizon View triple-screen + Arcade.ev ecosystem
2. Dolby Atmos + 12-speaker JBL Black system + SonicShaft soundbar
3. AirConsole (in-car gaming using smartphones) – *first in India*
4. HypAR HUD (19 augmented visuals, multiple modes)
5. Ultra Glide Suspension with Frequency Dependent Damping

6. PanoramaMax sunroof – *largest-in-segment glasshouse feel*
7. 622 L boot* – *best in segment* + powered gesture tailgate
8. Powered seats + thigh support extender
9. Digi Access + e-Valet (Auto Park Assist, summon, remote park)

Real-Life Real-World EV Supremacy

Sierra.ev is engineered to deliver EV superiority where it matters most – in everyday use. Moving beyond laboratory claims, it combines exceptional real-world range, ultra-fast charging, intelligent software, and connected experiences to make electric mobility effortless. From seamless route planning and integrated payments to continuous over-the-air upgrades, every element is designed to remove friction and build confidence. The result is an electric SUV that fits naturally into modern lifestyles, making EV ownership not only practical, but genuinely superior.

Key Features:

1. 75 kWh battery pack with 500+ km C75 real-world range*
2. Express charging (≈263 km in 15 min / 20–80% in ~26 min)*
3. Lifetime HV battery warranty**
4. Vehicle-to-Load (V2L) + Vehicle-to-Vehicle (V2V) capability
5. Intelligent EV Route Planner for Android Auto – *first in India*
6. DrivePay (in-car UPI, commerce + charging payments)
7. iRA.ev connected ecosystem (70+ features, 5G enabled)
8. OTA updates via T.iDAL 2.0 architecture
9. L2+ ADAS (22 advanced driver assistance features)

Go Anywhere, Do Anything Performance

Sierra.ev redefines SUV performance by combining the instant responsiveness of electric propulsion with genuine all-terrain capability. Built on a purpose-engineered advanced Pure EV architecture, it delivers exhilarating acceleration alongside intelligent traction, control, and adaptability across varied driving conditions. Whether navigating urban streets, highways, or challenging terrain, it remains composed, confident, and highly responsive. The result is a new benchmark for electric SUV performance – where power, precision, and versatility come together without compromise.

Key Features:

1. QWD dual-motor setup with on-demand AWD (504 Nm torque)*
2. 0–100 km/h in ~5.8 sec (with Boost Mode)*
3. Acti.ev+ advanced Pure EV architecture
4. 6 Terrain Modes (Snow, Mud, Sand, Rock Crawl, Custom)
5. Off-road assist (low-speed terrain control)
6. ~205 mm ground clearance + 50%+ restart gradability
7. 540° HD surround view + Transparent Mode
8. Adaptive front & rear turn cameras for enhanced visibility

Finally, the Sierra.ev is offered in seven striking colour palettes: Pristine White, Pure Grey, Coorg Clouds, Bengal Rouge, Andaman Adventure, the all-new Rishikesh Rapids, making its debut on the Empowered persona, and the exclusive Nainital Nocturne, available only on the Empowered A QWD persona.

Please note:

* As per internal testing data, under ambient test temperature conditions

** Applicable on the 63 kWh and 75 kWh battery pack. The term 'Lifetime' refers to the period of fifteen 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. T&C apply.

*** ARAI Certified, Urban + Extra Urban (MIDC Part 1 + Part 2), actual performance figures may vary depending on various conditions including driving pattern, etc.

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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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