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## **Tata Motors Passenger Vehicles Sets New Benchmark for Hatchbacks with Next Gen Tiago & Tiago.ev**

***Starting at just ₹ 4.69 lakh, Tiago redefines the hatchback segment with a decisive leap in design, technology and value***

***Starting from ₹ 6.99 lakh (full ownership) and BaaS pricing of ₹ 4.69 lakh + Battery EMI of ₹ 2.6 / km, Tiago.ev makes EVs truly accessible with smart economics, everyday practicality, faster charging and a Lifetime HV Battery Warranty***

**New Delhi, 28 May 2026:** Built on a decade of legacy and trust of over 700,000 customers, Tata Motors Passenger Vehicles (TMPV), today launched the Next Gen Tiago, holistically reimagining what the hatchback can offer, elevating customer expectations from the segment. Available across Petrol, iCNG, and Electric powertrains and priced from just ₹ 4.69 lakh for the ICE version and ₹ 6.99 lakh (full ownership) for the electric version, the new Tiago brings together aspiration, practicality and advanced technology, delivering two distinct ownership experiences anchored in a common design philosophy and a shared promise of value.

***Launching the Next Gen Tiago & Tiago.ev, Shailesh Chandra, MD and CEO, Tata Motors Passenger Vehicles Ltd., said:***

*“Hatchbacks remain the gateway to personal mobility for millions of Indian families and yet, for far too long, this segment received scarce attention from the industry, when it genuinely deserved far more. The Next Gen Tiago fulfils this need by offering substantially more.*

*Built on a decade of trust earned from over seven lakh customers, the Next Gen Tiago is not an evolution but a full reinvention with substantially updated exteriors, a significantly more premium interior experience, advanced connected technology including a 360° surround view system with blind view monitor, and a strengthened safety package that treats safety as a necessity and not luxury. It makes features and experiences once reserved for higher segment, premium cars readily accessible to a hatchback owner. This is what democratisation of aspiration truly means in practice.*

*The Next Gen Tiago.ev takes this further by fundamentally changing the financial logic of EV ownership. With an industry-first Lifetime Battery HV Warranty, enhanced fast charging that adds 100 kilometres in just 18 minutes and running cost savings that recovers the vehicle's value within four to five years, the Tiago.ev is the first EV in India that is not just emotionally engaging but also financially smart. In a sub-₹12 lakh segment where EV penetration remains below 2%, this is precisely the ownership proposition that will move the needle.*

*Three distinct powertrains - Petrol, iCNG and EV - two distinct customer journeys, and one unified conviction: that modern design, advanced technology and genuine safety are not privileges reserved for higher segments. Every Indian family deserves more. And with the Next Gen Tiago, we are delivering on that promise - one household at a time.”*

The Next Gen Tiago leapfrogs the segment by bringing together WOW LOOKS, WOW TECH, WOW CHOICES, WOW ECONOMICS and WOW SAFETY, redefining what customers must expect from a hatchback.

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**WOW Looks – Stylish design with modern expression**

Anchored in a shared futuristic design philosophy, the ICE and electric variants of the Next Gen Tiago have been meticulously interpreted to reflect two distinct consumer mindsets and manifested in a thoughtfully curated palette of vibrant colours

**TIAGO (Petrol & iCNG):** The Next Gen Tiago makes its presence felt with bolder surfaces, sharper definition, and a more tactile, physical confidence that turns heads, significantly elevating the familiarity customers love.

**TIAGO.ev:** Designed for where India is headed, the Next Gen Tiago.ev wears a digitally progressive, seamlessly resolved exterior that is as much a statement of intent as it is of style.

**WOW Tech – Advanced, intuitive convenience**

**TIAGO (Petrol & iCNG):** Built on the X – ALFA architecture, the Next Gen Tiago delivers a confident step-up in every dimension. It is bolder in design, richer in features, and more engaging behind the wheel. Advanced connected technologies, immersive digital interfaces and convenience-driven features that bring a genuinely premium experience within reach, without ever losing sight of the everyday practicality, makes it a **natural fit for real Indian families.**

**TIAGO.ev:** India's highest-selling electric hatchback just raised its own bar. The Next Gen Tiago.ev evolves with purpose. It is more refined in design, more intelligent in technology, and more accessible than ever for urban India. Connected technologies, intuitive digital interfaces, and enhanced safety systems have been designed specifically around modern urban mobility needs, while **enhanced fast charging adds 100 km in just 18 minutes**, ensuring the car keeps pace with the life it powers. Built for the progressive, forward-looking customer, it pairs a **distinctly modern character with real-world usability** that goes beyond the spec sheet, cementing its position as the **definitive entry point into electric mobility** in India.

**WOW ECONOMICS – Smart & Intelligent Ownership**

The Next Gen **Tiago.ev** completely **changes the equation of owning a car. It is a car that pays you back.** The Tiago.ev is not a car purchase, it is the **most financially savvy mobility decision** a customer can make today.

For customers with regular city usage, the Tiago.ev significantly lowers running costs resulting in substantial savings over time enabling the customer to recover its ownership cost within just a few years of usage. With solar home charging, this cost recovery is accelerated further. This marks a fundamental shift in how a **customer experiences mobility, not as an expense, but as a smarter, more efficient and financially prudent solution.**

**Exterior**

- ✓ All new colours – Varanasi Vibrance (Exclusive to ICE), Dehradun Dew (Exclusive to EV), Pangong Pulse and Sobo Surge
- ✓ Wider stance. Taller proportions. Stronger road presence.
- ✓ Lux Beam Headlamps with LED DRLs
- ✓ Halo Lightbar Connected Tail Lamps
- ✓ R15 Diamond-Cut Dynamic Alloy Wheels

**Interior**

- ✓ Fabricia Luxe Dashboard with dual screens
- ✓ SportLuxe Steering Wheel
- ✓ Grand Tech Console

- ✓ Segment-first 360° Surround View

- ✓ Blind View Monitor

- ✓ Ultra View 26.03 HD Touchscreen Infotainment

- ✓ Wireless Apple CarPlay & Android Auto

- ✓ Dual Smartphone Deck with Wireless Charger

- ✓ iRA Connectivity with 35+ connected Car Features

- ✓ Zipfast 65W Type-C USB Charger for EV

- ✓ Starting from just ₹ 6.99 lakh (full ownership)

- ✓ Smart Financial Asset – pays you back

- ✓ Low cost of running

- ✓ Lifetime HV Battery Warranty\*

- ✓ Alternate financing option with BaaS\*\* at a starting price of just ₹ 4.69 lakh + Battery EMI of ₹ 2.6 / km

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**WOW Choices – Flexibility for Every Need**

**TIAGO (Petrol & iCNG):** The Next Gen Tiago's customer-first philosophy extends beyond powertrain. With both MT and AMT options, the car is engineered to serve diverse driving preferences and ownership realities. A carefully structured variant and feature lineup further empowers customers to make choices grounded in their real-life needs and not trade-offs. It is this breadth of intelligent choice that makes the Next Gen Tiago the **most compelling and complete proposition** in its segment today.

**TIAGO.ev:** The Next Gen Tiago.ev is built on a deliberate choice: **prioritize genuine affordability over specification inflation**. For urban commuters, city families, and customers with predictable daily usage patterns, a larger battery is not the answer, but accessible, practical, and effortless EV ownership is. With multiple battery pack options, flexible ownership models, fast charging convenience and a seamless automatic driving experience, the Tiago.ev removes every barrier that once made EVs feel out of reach, **making the switch to electric as simple as it is smart**.

- ✓ *Widest powertrain and transmission choices in segment*
  - *Petrol MT & AMT*
  - *iCNG MT & AMT*
  - *EV*
- ✓ *India's first CNG AMT with Twin-Cylinder iCNG Technology*
- ✓ *Tiago.ev prioritizes genuine affordability over specification inflation*

**WOW Safety – Confidence in Everyday Driving**

**TIAGO (Petrol & iCNG):** Designed for the realities of Indian driving, the Next Gen Tiago brings segment-first safety technology that puts confidence in the driver's hands. A 360° Surround View and Blind View Display — first in the segment, eliminates the stress of city navigation and tight parking, making every journey more effortless and every family feel more secure. And that confidence runs deeper than technology. The Next Gen Tiago is **engineered to perform in demanding double-impact collision scenarios**, a powerful testament to the uncompromising protection philosophy built into every dimension of the car.

**TIAGO.ev:** The Tiago.ev offers a comprehensive and advanced safety architecture, including standard 6 airbags and electronic stability systems that enhance control across conditions. Integrated, technology-led safety features work seamlessly to improve situational awareness, endorsing its role as a **dependable primary vehicle for its users**.

- ✓ *90+ Tata Safety Dome*
- ✓ *360-degree Surround View HD Camera*
- ✓ *Blind View Monitor*
- ✓ *ESP with Traction Control*
- ✓ *6 Standard Airbags*
- ✓ *Automatic Headlamps*

Together, the ICE and electric versions of the Next Gen Tiago reflect TMPV's strategic approach to mobility, offering differentiated solutions for evolving customer needs while staying anchored in a common vision of accessible safe, smart and aspirational mobility for India.

For more details on the product, please refer to the accompanying product note and ready reckoner.

**Please note:**

\*Applicable on the 24kWh 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.

\*\*BaaS price (Battery-as-a-Service) is a dual-loan finance product. T&C Apply, subject to approval of financiers. Price Shown is applicable to Smart 19 variant, assuming vehicle usage of 44 km per day, excluding charging cost. Applicable for personal users only. Excludes all Govt. statutory levies like road tax, insurance, TCS and other Govt. levies. Assured Buyback (through an insurance company ) options upto 40% (5 year) - 60% (3 year) will be available on payment basis only with BaaS. T&C Apply.

– 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

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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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