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PRESS RELEASE

Tata Motors introduces CAMO special edition of India's #1 selling car, Tata Punch

Mumbai, October, 04, 2024: Tata Motors, India's leading SUV manufacturer, today introduced a special, limited period CAMO edition of India's #1 selling car, Tata Punch. Now available in a striking new Seaweed Green color with complementing white roof, R16 charcoal grey alloy wheels, and premium upholstery featuring a unique CAMO themed pattern, this edition also introduces first-in-segment features like a 10.25-inch infotainment system with wireless Android Auto and Apple CarPlay. The addition of comfort-tech features such as a wireless charger, rear AC vents, and a fast C-type USB charger and a grand console with armrest, further elevate the adventurous spirit, premium quotient and driving experience of the Tata Punch CAMO. Available at an attractive starting price of INR 8,44,900 Lakhs (ex-showroom New Delhi), the Punch CAMO can now be booked on the Tata Motors website.

Launching the Tata Punch CAMO edition, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd.,** said, *"Since its launch in October 2021, the Punch has received much appreciation for its stunning design, versatile and engaging performance, spacious interiors and absolute safety. It established a new segment by successfully democratizing key SUV attributes and offering a comprehensive package within a compact footprint. A rich value proposition, perfect combination of style with functionality and ever-growing popularity has made Tata Punch the highest-selling vehicle across all segments in FY25. On popular demand, we are reintroducing another limited CAMO edition of the Punch. Amidst the ongoing festive fervor, it will offer customers another reason to bring home their favorite SUV."*

The Punch stands tall as India's safest sub-compact SUVs, having earned a prestigious 5-Star rating under the 2021 GNCAP safety norms. With its robust design, 187 mm ground clearance, commanding driving position, and the ability to effortlessly tackle diverse Indian terrains, the Punch delivers a thrilling driving experience. It has set industry benchmarks, achieving 1 lakh sales in just 10 months and crossing the 4 lakh mark in only 34 months. Available with multiple powertrains, including petrol, dual-cylinder CNG, and electric, and in a variety of personas, the Punch caters to every customer's preference.

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