

Upping the ante

At Auto Expo 2023, we showcased 14 vehicles and concepts that will define our journey towards a sustainable future, and enable our customers to make a seamless transition to clean and commercially viable mobility solutions.

Unique hydrogen propulsion concepts

PRIMA H.55S

India's first Hydrogen ICE powered concept truck



PRIMA E.55S

India's first Hydrogen fuel cell powered Tractor concept



STARBUS FUEL CELL EV

India's first Hydrogen fuel cell bus for commercial application



Two fuel agnostic architecture

AZURA

(7 to 19T range), underpinned by the new generation architecture for I&LCVs, with all new exteriors and interiors



SIGNA

(28 to 55T range), underpinned by the new generation, all-energy architecture and modern cabin



Value added services exhibits

FLEET EDGE

THE NEXT GENERATION DIGITAL PLATFORM



SAMPOORNA SEVA

BOUQUET OF VALUE ADDED SERVICES



E-DUKAAN

ONLINE MARKETPLACE FOR SPARES AND CONSUMABLES



Unveil: EV concepts and vehicles

ACE EV

Zero emission last mile distribution small commercial vehicle



STARBUS EV

State-of-the-art, Zero emission, Urban public transport solution



ULTRA E.9

Zero emission, battery electric smart logistics city truck for intracity high-capacity urban cargo transportation



MAGIC EV

Electrified version of India's favourite last-mile passenger transport



PRIMA E.28K

Zero emission versatile tipper concept for mining and closed loop applications



Reveals

YODHA CNG & INTRA V20 BI-FUEL

(long range) - new CNG powered pick-ups



PRIMA G.35K

India's first LNG Tipper for heavy duty applications



WINGER

Premium version of popular Winger with luxurious interiors that re-defines the ride comfort



ICE portfolio

We presented 12 vehicles and concepts of India's best designed and smartest range of personal mobility solutions. Our India-centric, new-age personal mobility solutions come with smarter and safer technologies and world class powertrains that deliver low emissions and superior performance.

1.2 AND 1.5L TGDI ENGINE



TO CATER TO THE NEEDS OF ENHANCED PERFORMANCE ALONG WITH LOWER EMISSIONS, A NEW FAMILY OF TURBOCHARGED GASOLINE DIRECT INJECTION ENGINES WAS UNVEILED. THESE LIGHT WEIGHT, POWER PACKED ENGINES WILL DELIVER A SUPERB BALANCE BETWEEN POWER, REFINEMENT AND FUEL ECONOMY OFFERING CUSTOMERS AN EXHILARATING DRIVING EXPERIENCE.

NEW FOREVER HARRIER #DARK

Unveiled new league of #DARK products with an adaptive User Interface boasting a new look and feel, a desirable larger Infotainment Screen of 26.03 cm and 10 new ADAS features



NEW FOREVER SAFARI #DARK



ALTROZ PUNCH ICNG

Altroz and Punch iCNG versions, with advance features and India's first twin-cylinder CNG technology with no compromise on boot-space



TWIN CYLINDER TECHNOLOGY

ALTROZ RACER

Altroz Racer is the performance avatar of the ALTROZ with race car-inspired design combined with exhilarating performance



CURVV

ICE version of the Concept CURVV, merges robust appeal of SUV with the perfect balance between elegance, performance and practicality



EV portfolio

We are driving towards a greener future mandate that demands an urgent collaborative action to reduce carbon emission. With an aim to attain net zero emission by 2040, we are spearheading this mission with the support of our Gen 3 EV architecture strategy. With the Tiago EV, we have disrupted the market by making EVs more accessible. We unveiled products across the Gen 2 and Gen 3 architecture with the Harrier EV, Sierra EV, Avinya, which will make EVs more aspirational.

THE EV CONTRIBUTION IN OUR PORTFOLIO IS LIKELY TO INCREASE TO 25% IN 5 YEARS AND REACH 50% BY 2030.



TIAGO EV

Launched in FY 2022-23, Tiago EV has accelerated the EV adoption by making it accessible to masses. Received strong response with around 10,000 bookings on the first day



HARRIER EV

HARRIER EV, a Bold, Powerful, Intelligent, Electric All-wheel drive SUV, born of legendary pedigree, offers an extraordinary exterior design and future ready connectivity. This 5 seater monocoque SUV is engineered on the legendary Land Rover D8 architecture and developed in collaboration with Jaguar Land Rover. With HARRIER EV we are extending this pedigree to the Gen 2 EV architecture, delivering an uncompromised range and top-notch advanced features



AVINYA

AVINYA concept, an expression of a pure electric vehicle built on the GEN 3 architecture – introduces a new typology of mobility that liberates enormous roominess and comfort. With this, TPEM is all set to unleash a new breed of EVs that will redefine the automobile space. This path-breaking EV will be introduced to the market by 2025



SIERRA EV

The Sierra EV is designed by placing 'Human Experience' at the core of the vehicle concept showcasing the promise of freedom—an outdoorsy lifestyle and a unique status complemented by versatile and plush interiors, emotionally connecting across generations. It showcases a timeless design with well-balanced proportions ensuring an universal appeal.