

Tata Motors launches the Altroz i-Turbo with iRA

Celebrates its 1st anniversary with an intelligent turbo charged variant at an attractive price increment of INR.60, 000 above the Altroz

Mumbai, January 23, 2021: Tata Motors, India's leading automotive brand, today announced the launch of the i-Turbo variant along with iRA-connected car technology for its premium hatchback, Altroz. iRA comes with 27 connected car features along with natural voice tech, through which the car understands commands not only in English or Hindi, but also in Hinglish. Additionally, it is India's first hatchback to introduce What3Words technology - a precise & unique tool that makes navigation easier than before. The Company has also added a new top of the line XZ+ variant in a petrol and diesel fuel option to the Altroz family. These introductions makes Altroz a wholesome package of sheer power and class leading features. The Altroz i-Turbo is launched at an attractive introductory ex-showroom price increment of INR.60, 000 above the Altroz Revotron petrol variants.

Tata Altroz is the first product on the ALFA architecture and has received a tremendous response since its launch in January 2020. Tata Motors has introduced the Altroz i-Turbo, a power and feature packed car to celebrate the brand's success as it turns one. Despite the Covid challenge, the Company has sold more than 50,000 Altroz within its first year of launch, a testament to its popularity. India's safest hatchback with a 5 star safety rating from Global NCAP, has indeed raised the bar and set #TheGoldStandard in safety, design and driving dynamics.

Commenting on the launch of the Altroz i-Turbo, Mr. Shailesh Chandra – President, Passenger Vehicles Business Unit, Tata Motors said, *"We are thrilled to celebrate the 1st anniversary of our premium hatchback Altroz with a double bonanza comprising of the i-Turbo petrol and the new XZ+ variant with iRA-connected car technology in petrol and diesel option. Since the launch in January 2020, Altroz has been appreciated for its paramount safety, innovative design and thrilling performance and we are delighted to share that with its introduction, in FY 21, our market share in the hatchback category has increased by 5.4% compared to last fiscal and we have captured 17% market share in the premium hatch segment. We are confident that the new Altroz range will cater to the evolving needs of the Indian customer, all while creating benchmarks in the segment."*

Loaded with new tech and the 1.2L turbocharged BS6 petrol engine, the Altroz i-Turbo is launched in a new Harbour Blue colour, which is available on variants from XM+. With power of 110 PS @ 5500 rpm, Altroz i-Turbo provides a torque of 140 Nm @ 1500- 5500 rpm which ensures an enjoyable drive experience. Adding to that, the Sport/City Multi Drive Modes provide the Altroz a perfect combination of thrill and city driving. Altroz in its 2021 avatar will also sport the new Black and light Grey interiors accentuated with perforated leatherette seats to enhance its premium quotient.

Furthermore, the Xpress cool feature, personalized screen wallpaper, one shot up power windows, all added to ensure utmost convenience along with the 8 speaker sound system by Harman for an enjoyable surround sound experience, adds to the entire package making it a car that all will desire.

Price list:

Variants	Fuel	Ex-showroom price
XZ+ Revotron	Petrol	825500
XZ+ Revotorq	Diesel	945500
XT i-Turbo	Petrol	773500
XZ i-Turbo	Petrol	845500
XZ+ i-Turbo	Petrol	885500

for immediate use

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About Tata Motors

Tata Motors Limited (NYSE: [TTM](#); BSE: [500570](#) and [570001](#); NSE: [TATAMOTORS](#) and [TATAMTRDVR](#)), a USD 35 billion organization, is a leading global automobile manufacturer of cars, utility vehicles, pick-ups, trucks and buses. Part of the USD 113 billion Tata group, Tata Motors is India's largest and the only OEM offering extensive range of integrated, smart and e-mobility solutions. It has operations in India, the UK, South Korea, Thailand, South Africa, and Indonesia through a strong global network of 103 subsidiaries, 10 associate companies, 3 joint ventures and 2 joint operations as on March 31, 2020. With a focus on engineering and tech enabled automotive solutions catering to the future of mobility, Tata Motors is India's market leader in commercial vehicles and amongst the top four in the passenger vehicles market. With 'Connecting Aspirations' at the core of its brand promise, the company's innovation efforts are focused to develop pioneering technologies that are sustainable as well as suited to evolving aspirations of the market and the customers. Tata Motors strives to bring new products that fire the imagination of GenNext customers, fueled by state of the art design and R&D centers located in India, UK, US, Italy and South Korea. Internationally, Tata commercial and passenger vehicles are marketed in countries, spread across Africa, the Middle East, South Asia, South East Asia, South America, Australia, CIS, and Russia.

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