

Press Release



## TATA.ev celebrates 'Festival of Cars' with amazing prices on EVs

- ~ Announces Never-before prices for its EVs
- ~ Nexon.ev prices now on par with Petrol / Diesel
- ~ Introduces benefit of 6-months free of cost charging
- ~ All prices and offers valid up to 31<sup>st</sup> October 2024

### Key highlights:

- TATA.ev takes a big step towards mainstreaming EVs and accelerating EV adoption in the country - announces revolutionary prices of its best-selling EVs
- Incredible new entry prices for popular SUVs
  - ✓ Punch.ev starts at only ₹ 9.99 Lakh
  - ✓ Nexon.ev starts at just ₹ 12.49 Lakh – price on par with petrol/ diesel
- Savings of up to ₹ 3 lakh on EVs with special festive offer
- 6-month free charging at Tata Power charging points

**Mumbai, September 10, 2024:** TATA.ev, the pioneer of India's electric mobility revolution, has announced never-before prices on its bestselling models, Tiago.ev, Punch.ev and Nexon.ev, as part of its 'Festival of Cars' celebrations. Focused on making EVs more accessible to mainstream customers, prices have been reduced by up to ₹ 3 lakh for the Nexon.ev and up to ₹ 1.20 lakh for the Punch.ev.

TATA.ev has been passing on the benefits of localization and technology improvements to customers, and has been able to bring ICE price parity with Curvv.ev launched last month. With this special offer, TATA.ev is bringing the prices of the best-selling Nexon.ev on par with ICE models as well for a limited time. In addition, festive offers on Punch.ev and Tiago.ev have also brought their prices closer to that of their ICE counterparts. Apart from these irresistible prices, customers will stand to enjoy extremely low running costs, silent and easy drives plus features from two segments above.

Customers can additionally enjoy 6-month free of cost charging at any of the over 5,500 Tata Power charging points across the country, making both inter- and intra-city journeys hassle free as well as cost free. Now is the ideal time for customers to book and drive home their favorite EV at the best prices, as this special, festive offer is available only for a limited period, till 31<sup>st</sup> October 2024.

Announcing this never before celebration, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd.**, said, *"Our singular purpose at TATA.ev is to mainstream EVs, by breaking barriers and making EVs more accessible to regular car buyers. With these special, limited period prices, we are breaking the high acquisition cost barrier for EVs, and bringing EV prices closer to similar petrol and/or diesel-powered vehicles. Customers now have the perfect opportunity to start enjoying our new age, high-performance, zero emission and zero noise EVs, which also offer low running costs and greater driving comfort. Customers will additionally benefit immensely from the complimentary public charging offering at Tata Power chargers. We look forward to welcoming customers at their nearest Tata Motors and TATA.ev showrooms as they join the EV revolution."*

### Festive Offers for the TATA.ev range

Car/SUV	New Entry Price (Limited Period Offer) ₹	Price Reduction (upto) (Variant-dependent) ₹
Tiago.ev	7,99,000*	40,000
Punch.ev	9,99,000	1,20,000
Nexon.ev	12,49,900	3,00,000

\* *Tiago.ev entry price remains unchanged*

-Ends-

#### Media Contact Information:

Tata Motors Corporate Communications: [indiacorpcomm@tatamotors.com](mailto:indiacorpcomm@tatamotors.com) / 91 22-66657613 / [www.tatamotors.com](http://www.tatamotors.com)