



Tata Motors Launches 'Festival of Cars' with Incredible Prices for its Cars & SUVs

Several more benefits for customers to additionally avail

All prices and offers valid up to 31st October 2024

Key highlights:

- Exciting new prices exclusively for the festive season – reduction of up to ₹ 2.05 Lakh on ICE vehicles
- Special prices offered on all SUVs and cars powered by Petrol, Diesel and CNG
- **Unbelievable new entry prices for several popular models –**
 - ✓ Tiago at ₹ 4.99 Lakh
 - ✓ Altroz at ₹ 6.49 Lakh
 - ✓ Nexon at ₹ 7.99 Lakh
 - ✓ Harrier at ₹ 14.99 Lakh
 - ✓ Safari at ₹ 15.49 Lakh
- Other consumer benefits including exchange offer of up to ₹ 45,000 available at our showrooms

Mumbai, September 9, 2024: Tata Motors, India's leading automotive manufacturer, has launched its biggest ever 'Festival of Cars' with amazing offers for this festive season. With never-before-seen pricing for several of its popular Cars and SUVs plus a bouquet of additional consumer benefits available at our showrooms, customers can enjoy cumulative benefits of up to ₹ 2.05 Lakh making it the perfect opportunity for customers to buy their dream car at beyond dream prices. The special, festive offers are available for a limited period till 31st October 2024 on all Cars and SUVs powered by petrol, diesel and CNG.

Announcing the Festival of Cars, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd,** said, "As the festive season unfolds, we are delighted to present a spectacular array of enticing offers for our valued customers. With total benefits of up to ₹ 2.05 Lakh on ICE vehicles, this year's festive celebration includes limited time attractive price reductions, along with attractive exchange and cash benefits, making it the perfect moment to embrace the spirit of new beginnings. We are confident that customers will seize this exceptional opportunity to own a Tata car, bringing home the best of safety and design, making this festive season truly special."

Festive Offer Details for the ICE range:

Car/SUV	New Entry Price (Limited Period Offer) ₹	Price Reduction (upto) (Variant-dependent)* ₹
Tiago	4,99,900	65,000
Tigor	5,99,900	30,000
Altroz	6,49,900	45,000
Nexon	7,99,990	80,000
Harrier	14,99,000	1,60,000
Safari	15,49,000	1,80,000

for immediate use

PRESS RELEASE

** Additional consumer benefits of upto ₹ 45,000 across popular models available at our showrooms*

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