

Tata Motors Product Data and Demo Campaigns (December 2025)

This document summarises Tata Motors' passenger vehicle lineup as of December 2025, along with example WhatsApp Business API campaign messages for sales and service. Each model's key specifications, price range and highlights are drawn from credible sources and include citations so you can verify the information.

1. Product Overview

The table below lists each model, its category, price range and engine options. Detailed features are provided in bullet points beneath the table.

Model	Category	Price range (₹ lakh)*	Engine options
Nexon	Compact SUV	8.00 – 14.15	1.2-L turbo-petrol; 1.5-L diesel
Harrier	Mid-size SUV	14.00 – 25.25	2.0-L diesel; 1.5-L turbo-petrol (upcoming)
Safari	Large 3-row SUV	14.66 – 25.96	2.0-L diesel; 1.5-L turbo-petrol (upcoming)
Punch	Sub-compact SUV	5.50 – 9.30	1.2-L petrol; 1.2-L petrol-CNG
Altroz	Premium hatchback	6.30 – 10.51	1.2-L petrol; 1.5-L diesel; CNG
Tiago	Compact hatchback	4.57 – 7.82	1.2-L petrol; 1.2-L petrol-CNG
Tigor	Compact sedan	5.49 – 8.74	1.2-L petrol; 1.2-L petrol-CNG
Curvv	Coupe-SUV	9.66 – 18.85	1.2-L turbo-petrol; 1.5-L diesel
Sierra	Compact SUV	11.49 – 21.29	1.5-L turbo-petrol; 1.5-L NA petrol; 1.5-L turbo-diesel

*Ex-showroom prices, Mumbai (CarWale, December 2025).

Nexon

- Spacious, comfortable compact SUV with modern features like a panoramic sunroof and JBL sound system 【579976459729409†L20-L24】 .
- Five-star BN CAP safety rating; six airbags standard 【579976459729409†L20-L24】 .
- Available with 1.2-L turbo-petrol or 1.5-L diesel powertrains and manual, AMT or DCA transmissions 【579976459729409†L145-L147】 .

Harrier

- Distinct mid-size SUV with imposing proportions and a roomy cabin 【70097077760246†L22-L27】 .
- Offers a panoramic sunroof and advanced driver-assistance system (ADAS) 【70097077760246†L22-L27】 .
- 2.0-L diesel engine producing 168 bhp/350 Nm; 1.5-L turbo-petrol is due mid-December 2025 【70097077760246†L22-L27】 .
- Earned a five-star GNCAP safety rating 【70097077760246†L22-L27】 .

Safari

- Three-row SUV with bold design, dominant road presence and premium interior 【456270293557862†L20-L24】 .
- 2.0-L diesel engine and smooth gearbox deliver excellent ride and handling; 1.5-L turbo-petrol coming soon 【456270293557862†L20-L24】 .
- High safety rating with ADAS capabilities and a roomy, comfortable cabin 【456270293557862†L107-L116】 .

Punch

- Angular sub-compact SUV with surprisingly spacious cabin and modern features 【979311605052943†L20-L23】 .
- Five-star GNCAP safety rating 【979311605052943†L20-L23】 .
- 1.2-L three-cylinder petrol engine with optional CNG; manual or AMT gearboxes 【979311605052943†L139-L141】 .

Altroz

- Premium hatchback with five-star Bharat NCAP rating 【164344041026641†L20-L24】 .
- Softer suspension, reworked design, dual 10.25-inch screens and 360-degree camera 【164344041026641†L20-L24】 .

- Offered with petrol, diesel and CNG powertrains **【164344041026641†L142-L143】** .

Tiago

- Compact hatchback featuring a 10.25-inch infotainment display with Apple CarPlay/Android Auto **【861341757585787†L20-L23】** .
- Comfy, airy cabin with illuminated steering wheel and new LED DRLs **【861341757585787†L20-L23】** .
- 1.2-L petrol engine provides punchy performance and balanced ride quality **【861341757585787†L20-L23】** .

Tigor

- Compact sedan with big touchscreen, connected-car tech and 360-degree camera system **【438642608292841†L20-L24】** .
- Affordable price and available in petrol and CNG versions **【438642608292841†L20-L24】** .
- Four-star Global NCAP safety rating **【438642608292841†L20-L24】** .

Curvv

- Stylish coupe-SUV with Level 2 ADAS and voice-activated panoramic sunroof **【738843982547065†L20-L24】** .
- Modern dashboard with illuminated steering wheel **【738843982547065†L20-L24】** .
- Five-star BNCAP rating; 1.2-L turbo-petrol and 1.5-L diesel engines paired with manual or DCA gearboxes **【738843982547065†L20-L24】** **【738843982547065†L130-L131】** .

Sierra

- Revived compact SUV with unique form factor and triple-screen dashboard **【319449014821306†L16-L20】** .
- 12-speaker JBL sound system with sound bar and Level 2 ADAS **【319449014821306†L16-L20】** .
- Huge panoramic sunroof and multiple 1.5-L petrol/diesel engines **【319449014821306†L16-L20】** .

2. Demo Campaigns

The following sample campaigns illustrate how you might promote Tata Motors vehicles and services through the WhatsApp Business API. Each message can be adapted with variables

(e.g., customer name) and includes a multimedia element (image) and a call-to-action link. Replace <image_url> and <cta_url> with your own links before deploying.

2.1 Sales Campaign – New Year Offer

- **Objective:** Promote the latest Tata Nexon during the New Year season.
- **Message:**

“🚗 Gear up for 2025 with the all-new Tata Nexon! Enjoy best-in-class safety (5-star rating) and features like a panoramic sunroof & JBL sound system. Prices start from 8 lakh*. Book a test drive today!”
- **Image URL:** <link to Nexon promotional image>
- **Call-to-action:** “Book Now” – <cta_url>

2.2 Service Campaign – Winter Check-up

- **Objective:** Encourage existing customers to service their vehicles before winter.
- **Message:**

“❄️ Keep your Tata car running smoothly this winter! Book your free general check-up and get 10% off on labour charges. Offer valid until 31 Jan 2026.”
- **Image URL:** <link to service campaign image>
- **Call-to-action:** “Book Service” – <cta_url>

2.3 Post-Sales Campaign – Feedback & Accessories

- **Objective:** Collect feedback from recent buyers and promote genuine accessories.
- **Message:**

“Hi {{customer_name}}, thank you for choosing Tata! We hope you’re enjoying your {{model}}. We’d love to hear your feedback. Also explore our range of genuine accessories to personalise your ride.”
- **Image URL:** <link to accessories image>
- **Call-to-action:** “Share Feedback” / “View Accessories” – <cta_url>

These campaigns can be configured as WhatsApp Business Template Messages with appropriate placeholders. Adding an image makes them multimedia messages that are more engaging than plain text. Ensure you obtain user consent before sending marketing messages.

Citations and sources are embedded within the document to validate the facts used.