

Tata Group

The Tata Group is a group of companies headquartered in Mumbai, India. Established in 1868, it is India's largest conglomerate, with products and services in over 150 countries, and operations in 100 countries.

There are 29 publicly listed Tata Group companies with a combined market capitalisation of ₹3.22 nil (₹32.2 trillion), that is, US\$386 billion, as of 9 July 2024. Major affiliates include Tata Consultancy Services, Tata Motors, Tata Projects, Tata Power, Titan, Tata Steel, Air India, Indian Hotels Company, Tata Consumer Products, Voltas, Trent, Cromā and BigBasket.

Tata Cars

Tata offers 12 car models in India, including 2 cars in SUV category, 4 cars in Hatchback category, 4 cars in Compact SUV category, 2 cars in Compact Sedan category. Tata has 9 upcoming cars in India, Curvv EV, Curvv, Nexon, Punch facelift, Harrier EV, Safari EV, Sierra EV, Avinya and Altroz EV.

Tata Motors has a diverse portfolio of vehicles, including commercial vehicles, passenger cars, and even EVs. The brand is present in varied segments, body styles, and price points and caters to different needs of customers. After selling the Indica/Indigo range and the Safari for the majority of the first two decades in the 21st century, Tata has come a long way in delivering world-class products, as is evident with cars like the Harrier, the new Safari and the Nexon.

Tata vehicles are known for their rated safety, stylish design, spacious and comfortable cabin, diesel and EV powertrains, and lastly, for the amount of new features they provide. Tata's strong commitment to safety has resulted in their cars proving their crashworthiness, having scored high in NCAP crash tests. Going ahead, the company's focus is on improving the end-user experience, with all the frequent updates when it comes to in-car technology and interior appointments. More importantly, Tata has also invested heavily in EV motoring and is currently the leading brand when it comes to sales of EVs in India.

Tata Cars Price List (July 2024) in India

Tata car price starts at Rs 5.65 Lakh for the cheapest model which is Tiago and the price of most expensive model, which is Safari starts at Rs 15.49 Lakh (Avg. ex-showroom). The prices for the top 5 popular Tata Cars are: Tata Curvv EV Price is Rs. 18.00 Lakh, Tata Punch Price is Rs. 6.13 Lakh, Tata Nexon Price is Rs. 11.80 Lakh, Tata Harrier Price is Rs. 14.99 Lakh and Tata Altroz Price is Rs. 6.65 Lakh.

Tata Safari

The Tata Safari has 1 Diesel Engine on offer. The Diesel engine is 1956 cc . It is available with Manual & Automatic transmission. Depending upon the variant and fuel type the Safari has a mileage of 16.3 kmpl . The Safari is a 6 seater 4 cylinder car and has length of 4668 mm, width of 1922 mm and a wheelbase of 2741 mm.

Tata Safari latest update

Price: The Tata Safari is available at a price range of Rs 16.19 lakh to Rs 27.34 lakh.

Tata Safari EV: The test mule of the Tata Safari EV has been spied doing rounds on Indian roads.

Variants: It is available in four main variants: Smart, Pure, Adventure, and Accomplished.

Colour Options: Tata offers seven colour options for the Safari: Cosmic Gold, Galactic Sapphire, Stardust Ash, Stellar Frost, Supernova Copper, Lunar State, Oberon Black.

Seating Capacity: It is available in both 6- and 7-seater layouts.

Boot Space: The Safari offers a boot space of 420 litres with the third row folded down. The second and third row seats can be folded down, expanding the boot space to 827 litres.

Engine and Transmission: It comes with a 2-litre diesel engine (170 PS and 350 Nm), paired with either a 6-speed manual or 6-speed automatic transmission.

Claimed Fuel Efficiency:

Diesel MT: 16.30 kmpl

Diesel AT: 14.50 kmpl

Features: The equipment list of the Safari includes a 12.3-inch touchscreen infotainment system with wireless Android Auto and Apple CarPlay, a 10.25-inch digital driver's display, a 10-speaker JBL sound system, and wireless phone charging. Additional amenities include a gesture-enabled powered tailgate, multi-color ambient lighting, dual-zone automatic AC, a panoramic sunroof, ventilated front and second row seats (latter in the 6-seater version), an air purifier, a 6-way power-adjustable driver's seat with memory and welcome function, and a 4-way powered co-driver's seat with boss mode.

Safety: Safety features include up to seven airbags (six airbags as standard), electronic stability control (ESC), hill assist, a 360-degree camera, a tyre pressure monitoring system (TPMS), and advanced driver assistance systems (ADAS).

Rivals: It competes with the MG Hector Plus, Hyundai Alcazar, and Mahindra XUV700.

Tata Avinya

Tata Avinya is a SUV which is expected to launch in India in Jun 2025 in the expected price range of Rs. 30.00 - 60.00 Lakh.

Upfront, the Tata Avinya concept features big DRLs on either side, culminating in the Tata logo at the centre. The body-coloured bumper will be contrasted by two-piece black inserts that mimic a grille. On either side, the model gets butterfly doors, cameras that act as ORVMs, blacked-out B-pillars and roof that gives a floating roof design, large alloy wheels, a set of LED taillights, and an LED light bar running along the length of the tail-gate. The latter receives a dual-tone finish, while the bumper features a black diffuser.

Inside, the Tata Avinya features a dual-tone beige and brown interior theme, panoramic sunroof, two-spoke, flat-bottom steering wheel with a floating instrument console, soundbar positioned in the middle of the dashboard, speakers mounted on the side of the front seats for the second-row passengers, and an aroma diffuser on the centre console.

Details regarding the powertrain of the Tata Avinya remain scarce, although the company has revealed that the model will have a minimum range of 500km and can be charged in less than 30 minutes.

Tata Technologies

Tata Technologies is a global product engineering and digital services company focused on fulfilling its mission of helping the world drive, fly, build, and farm by enabling customers to realize better products and deliver better experiences to the consumers of their products.

Tata Technologies is the strategic engineering partner that businesses turn to when they aspire to be better. Manufacturing companies rely on Tata Technologies to enable them to conceptualize, develop and realize better products that are safer, cleaner, and improve the quality of life for all stakeholders, in line with its vision to engineer a better world.

The company provides a full spectrum coverage of solutions across the product value chain that cover outsourced product engineering services, digital transformation services, upskilling solutions and value-added reselling of software products required to develop and realize better products.

There are two components to the company's value proposition; the first one is outsourced product engineering services for manufacturing customers, thereby helping them conceptualize, design, and develop better products, and the second one is helping them identify and deploy technologies and solutions that are used to manufacture, service, and realize better products and upskill the workforce with required competencies.

Tata Technologies has over 12,000 employees serving global customers across the world through its 20 global delivery centers spread across Asia-Pacific, Europe, and North America. The company brings together diverse teams with varying skill sets across geographies with a global mindset to collaborate in real time and solve complex engineering problems. In doing so, it is redefining what the world understands by engineering and spreading the influence and impact of engineering as humanity's best way of addressing its most important challenges and opportunities.

In a world that is becoming increasingly complex, with shortening product innovation timelines and rapid technological change, Tata Technologies' uniquely balanced on-shore/offshore global delivery model enables it to provide aligned on-shore customer proximity required to support the iterative nature of product development services, as well as the capacity and cost-effectiveness of offshore sourcing.

The company has been recognized with numerous prestigious awards, a testament to the commitment to excellence. In 2023, Tata Technologies was positioned as Leader across Industry verticals by Zinnov as part of Zinnov Zones ER&D services and amongst the Top 2 EV engineering specialists globally. It was also honored with the Best B2B Brand—Gold award from The Economic Times ER Brand Equity, underscoring leadership in b2b engagements. Innovative approaches in the Electric Vehicle simulation (EVSIM) category earned it the Nasscom quarterly spotlight award for Ideation to Engineering—EVSIM. The company was also awarded a Gold award at the 2023 Brandon Hall Group HCM Excellence Awards, acknowledging outstanding contributions to human capital management.