Tata Motors Unveils Production Ready Version of the Legendary Tata Sierra

Showcases Exclusive Collaborations with Indian Creativity Across Music, Art, Fashion, and Lifestyle

Mumbai, November 15, 2025: Tata Motors Passenger Vehicles proudly unveiled the production-ready version of the iconic Tata Sierra at the much-anticipated Sierra Brand Day, ushering in a new chapter in the legacy of India's most beloved SUV. Reimagined for a new generation, the new Tata Sierra retains its heritage and distinctive design DNA, embodying freedom, individuality, and the spirit of exploration.

In a specially curated evening that blended glitz, glamour, and cultural resonance, guests witnessed the return of the legend — from the original 1991 Tata Sierra to its all-new avatar. The event traced the SUV's extraordinary journey of design, innovation, and its enduring emotional connection with India. The new Tata Sierra stands as a beacon for those who chase horizons and will be officially launched on 25 November 2025**.**

Speaking at the event, **Martin Uhlarik, Vice President and Head of Global Design, Tata Motors and Executive Director of Tata Motors Design Tech Centre (TMDTC)** said, *"The Tata Sierra is much more than a name or a vehicle; it's a living symbol of Indian ingenuity and aspiration. For many, the Sierra evokes an everlasting longing—a silhouette glimpsed on the horizon, a feeling that lingers long after the journey ends. Today, that memory transforms into a bold vision for the future. With its timeless silhouette and indomitable spirit, the new Sierra pays homage to its roots while fearlessly embracing what lies ahead. Reimagining a legendis not simply an act of nostalgia, it's a testament to courageous design, innovation and the desire to create something that resonates across generations. The Sierra stands as living proof that design can honour heritage while daring to shape tomorrow."*

The unveiling was elevated by a showcase of exclusive collaborations with India's leading brands, each reflecting the Sierra's ethos of originality and self-expression. Together, these partnerships celebrate the vibrant diversity and creative spirit of modern India, with every collaborator weaving a unique thread into the Sierra's evolving narrative and inspiring new journeys for generations to come.

Celebrating Collaboration: Tata Sierra x India's Originals

- **Delhi Watch Company – Craft Meets Character**

  The limited-edition Sierra X Delhi Watch Company timepiece pays homage to the SUV's bold design. With details inspired by the Sierra's B-pillar, hidden horse motif, and topographic patterns, this watch is a symbol of individuality and timeless craftsmanship, limited to just 500 numbered pieces.

- **DIVINE – Freedom. Every Beat, Every Mile**

  In DIVINE's latest track, ''*You & I'',* the Tata Sierra is a co-star, embodying confidence, power, and originality. This collaboration is a cultural statement, blending rhythm and motion, design and sound, and celebrating the courage to live unfiltered

- **Gully Labs – Designed to Express. Built to Explore**

  Gully Labs' flagship sneaker, Dvaita, receives a Sierra-style upgrade, fusing streetwear with the SUV's design language. Topographic lines, a horse emblem, and the signature yellow heel patch celebrate the urge to go beyond, making this limited-edition drop a perfect fit for those who live on their own terms.

- **HUEMN – Where Roads Meet Runways**

  The Sierra × HUEMN capsule distils the SUV's soul into wearable art. Each piece — from T-shirts to jackets and caps — carries Sierra's DNA, celebrating freedom, audacity, and the fearless pursuit of individuality through bold yet minimal design.

- **Nappa Dori – Heritage Meets Modern Luxury**

  The Sierra x Nappa Dori collection redefines travel gear with elegant, functional, and enduring pieces. Inspired by the SUV's silhouette and earthy palette, each accessory is crafted to age gracefully, reflecting a legacy of excellence and thoughtful innovation.

- **Starbucks – Brewing Curiosity. Driving Legacy**

  The Tata Sierra + Starbucks tumbler is more than an accessory; it's a symbol of shared journeys and mindful moments. Crafted exclusively for the Sierra, it features topographical line patterns and the SUV's silhouette, echoing the warmth and optimism of early drives and first brews.