

TATA.CARS LAUNCHES

TATA SIERRA LEGEND SERIES

Introduces a premium and indulgent cabin experience across the line-up at a starting price of ₹11.99 lakh*

- Available across petrol and diesel powertrains with manual and automatic transmission options

Mumbai, September 18, 2026: TATA.CARS, India's leading SUV manufacturer, today announced the launch of the Tata Sierra Legend Series, a new five-variant range that expands access to a more elevated and indulgent Sierra experience. Starting at ₹11.99 lakh*, the Legend Series reinforces the Sierra's Premium Mid-SUV proposition by enriching its 'Lifespace on the Go' philosophy with a more sophisticated cabin experience, enhanced comfort and sought-after convenience features. It retains the iconic design, advanced technology and commanding SUV performance that have come to define the Sierra.

As part of the Legend Series, Pure L makes Sierra's premium cabin experience more accessible than ever. Priced at ₹13.79 lakh*, it accentuates Sierra's distinctive design with 17-inch alloy wheels, while premium leatherette interiors coupled with a 26.03 cm HD infotainment system with an 8-speaker audio system create a more sophisticated cabin environment. For an additional ₹50,000, the Pure L (O) adds open-air luxury with the segment-largest Panaromax Voice Assisted Sunroof.

For customers seeking an even more indulgent in-cabin experience, the Pure+ L, priced at ₹14.99 lakh*, adds ventilated front seats, 6-way powered driver seat with thigh support extender, and Boss Mode. These enhancements further elevate comfort and convenience for occupants.

Beyond these enhancements, every Sierra continues to deliver the attributes that have made it one of the most compelling offerings in the Premium Mid-SUV segment. Built on a 5-star Bharat NCAP-rated body structure, it comes standard with 6 airbags, ESP with 20 functions and all-wheel disc brakes. Customers can choose from three powertrain options: the 1.5L Hyperion TGD i petrol, 1.5L Revotron petrol and 1.5L Kryojet diesel, available across manual and automatic transmissions.

Ex-showroom Prices in ₹ Lakh:

Variant	Manual		Automatic		
	Revotron 1.5L	Kryojet 1.5L	Revotron 1.5L	Kryojet 1.5L	Hyperion 1.5L
Smart + L	11.99	13.49			
Pure L	13.79	15.24	14.99		
Pure L (O)	14.29	15.74	15.59	16.99	
Pure + L	14.99	16.44	16.29	17.74	
Adventure + L	16.99	18.19	18.29	19.49	18.99



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Commenting on the introduction of the Legend Series, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd.**, said:

"The Sierra established the Premium Mid-SUV segment by bringing together iconic design, advanced technology, uncompromising safety, performance and a luxurious SUV experience in a way that resonated strongly with customers. With the new Legend Series, we are building on that success by bringing a richer and more indulgent cabin environment to more customers across the Sierra portfolio. By offering the features and comforts customers value most, we are making the Sierra more relevant and accessible while staying true to the qualities that define it."

ABOUT THE TATA SIERRA LEGEND SERIES

The Tata Sierra is built on three defining pillars: Escape Chaos, Escape Limits and Escape Ordinary. Together, these principles bring a unique combination of generous space and comfort, advanced capability and technology, and a distinctive design that stands apart to create the Premium Mid-SUV segment.

The Tata Sierra Legend Series builds on this foundation by extending many of the comfort and convenience features customers value most across a broader range of variants. From premium interior finishes and enhanced seating comfort to connected technologies and everyday convenience features, the Legend Series enables more customers to enjoy a richer Sierra ownership experience from earlier points in the line-up.

Importantly, the core DNA of the Sierra remains unchanged. Every Sierra continues to offer the spaciousness, safety, technology, performance and distinctive design that define the nameplate. The Legend Series simply broadens access to a more elevated in-cabin environment, making the Sierra proposition even more compelling across the range.

Smart + L: Accessible Luxury

The Legend Series begins with Smart + L at ₹11.99 lakh*, bringing a more refined cabin environment to the entry point of the Sierra range. Alongside the spaciousness, safety and SUV character that define every Sierra, it adds leatherette seats, door trims and armrests, steering-mounted controls, auto-fold ORVMs, and Passive Entry & Passive Start (PEPS). Features such as Bi-LED projector headlamps, six airbags, Electronic Parking Brake and ESP with over 20 functions further complement its everyday usability and safety credentials.

Pure L, Pure L (O) and Pure + L: Connected, Open-Air and Indulgent Luxury

Building on Smart + L, the Pure persona progressively enhances convenience, connectivity and in-cabin comfort.

With an attractive price of ₹13.79 lakh*, Pure L adds a larger 26.03 cm touchscreen infotainment system with an eight-speaker audio system, wireless Android Auto™ and Apple CarPlay™, along with

cruise control, Hill Descent Control and TPMS. It also introduces 17-inch alloy wheels and additional convenience features that further enrich the ownership experience.

For customers who enjoy a greater sense of openness inside the cabin, Pure L (O) at ₹ 14.29 lakh* adds the Panoramax voice-assisted panoramic sunroof, complemented by automatic headlamps and rain-sensing wipers.

At ₹14.99 lakh*, Pure + L places a stronger emphasis on comfort with additions such as ventilated front seats, a six-way powered driver's seat with thigh-support extender and Boss Mode. Dual-zone fully automatic climate control and dual rear 65W USB-C fast chargers further enhance comfort and convenience for both front and rear occupants.

Adventure+ L: Capable Luxury

At ₹16.99 lakh*, Adventure+ L expands the Sierra proposition with a greater emphasis on technology, capability and everyday convenience. Key highlights include a 360° HD Surround View System with 4Sight, Superglide Suspension with FDD, multiple terrain modes, a 31.24 cm touchscreen infotainment system and a 26.03 cm digital cockpit with navigation. Front parking sensors, ambient lighting, a two-stage reclining rear seat, wireless charger and cooled glovebox further enhance day-to-day usability and comfort.

**ex-showroom*

— Ends —

About Tata Motors Passenger Vehicles Ltd.

Part of the USD 180 billion Tata Group, Tata Motors Passenger Vehicles Ltd. (the Company*, BSE: Scrip code 500570; NSE: Scrip code TMPV) is one of India's leading automobile manufacturers, offering a diverse portfolio of cars and SUVs renowned for their design, safety, and performance. The Company delivers multi-powertrain options, advanced connected technologies, and intelligent personal mobility solutions. Known for its innovation, reliability, and engineering prowess, the Company is at the forefront of India's electric vehicle revolution, accelerating the nation's shift toward sustainable mobility. It continues to drive progress across zero emission, connected, and future ready mobility solutions, supported by robust design and R&D capabilities.

*In terms of a Composite Scheme of Arrangement sanctioned by the Hon'ble National Company Law Tribunal, Mumbai Bench, the name of the Company was changed from Tata Motors Limited to Tata Motors Passenger Vehicles Limited w.e.f. October 13, 2025.

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