

LEGEND WEARS #DARK

THE LEGENDARY TATA SIERRA

NOW AVAILABLE IN ICONIC #DARK

A bolder expression of the legendary Tata Sierra, with an all-black design, indulgent cabin and unmistakable exclusivity.

Mumbai, September 21, 2026: TATA.CARS, India's leading SUV manufacturer, today announced the introduction of the Tata Sierra **#DARK**, a bold and exclusive expression of India's iconic Premium Mid-SUV. Starting at ₹13.99 lakh*, the Sierra **#DARK** pairs a specially curated Friesian Black exterior with a premium Violet Eclipse interior cabin theme and distinctive Purple Chrome detailing, creating a striking and unmistakable identity while preserving the feature-rich, indulgent experience that defines the Sierra.

Building on the Sierra's role in creating India's Premium Mid-SUV segment, the Tata Sierra **#DARK** elevates the legendary nameplate with a more premium, sophisticated and exclusive expression than ever before. While retaining the iconic silhouette, commanding presence and complete feature experience that define the Sierra, it also carries forward the celebrated legacy of TATA.CARS' **#DARK** range, which has earned a strong following for its bold design, distinctive character and exclusivity.

Speaking on the introduction of the Tata Sierra **#DARK**, **Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd.**, said:

*"The **#DARK** range has become one of the most sought-after expressions in our portfolio, resonating strongly with customers who value exclusivity and distinctive design. As the SUV that created the Premium Mid-SUV segment in India, the Sierra has always stood apart through its iconic design and commanding presence. The Sierra **#DARK** brings together the legacy of two powerful icons, preserving everything that makes the Sierra legendary while elevating it through a more premium, sophisticated and exclusive interpretation. The result is a Sierra that remains unmistakably true to its heritage, while embodying the bold and distinctive spirit that has made the **#DARK** range so aspirational."*

Designed for customers who seek sophistication and individuality, the Sierra **#DARK** accentuates the SUV's muscular proportions, iconic silhouette and commanding road stance through a carefully curated all-black treatment, while the premium all-black leatherette cabin creates a refined, lounge-like ambience.

Enhancing its distinctive character are signature purple chrome accents that create a sophisticated contrast against the all-black design. Thoughtfully integrated across the vehicle, these exclusive

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details elevate the Sierra **#DARK** beyond a conventional black-themed SUV and reinforce its unique identity.

The Sierra **#DARK** is available across the recently launched Sierra Legend Series, with the exclusive treatment extending to the Pure L, Pure L (O), Pure + L and Adventure + L personas, along with the top-tier Accomplished and Accomplished + personas. By combining its distinctive design treatment with the complete feature package of the Sierra, the **#DARK** edition offers customers a more expressive and sophisticated interpretation of India's iconic Premium Mid-SUV.

The introductory prices for the Sierra **#DARK** are listed below in ₹ lakh*:

Variant	Manual		Automatic		
	1.5L Revotron MT	1.5L Kryojet MT	1.5L Revotron DCA	1.5L Kryojet AT	1.5L Hyperion AT
Pure L #DARK	13.99	15.44	15.29	—	—
Pure L (O) #DARK	14.59	16.04	15.89	17.34	—
Pure+ L #DARK	15.29	16.74	16.59	18.04	—
Adventure+ L #DARK	17.29	18.49	18.59	19.79	19.29
Accomplished #DARK	18.29	19.29	—	20.29	20.29
Accomplished+ #DARK	—	20.59	—	21.59	21.29

*ex-showroom

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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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