

CURVV

SUV coupé

SHAPED FOR YOU



CURVV

It's shaped by everything.
What we see, what we buy.

The thoughts we think,
The choices we make.

Our desires, our needs.
It's shaped by art,
and shaped by our heart.

It's shaped for us,
Shaped for our loved ones.

Curvv - Shaped For You.



SHAPED TO STUN



SEQUENTIAL LED DRLs WITH WELCOME & GOODBYE ANIMATION

A warm greeting and a graceful
farewell, designed for you.

Bi FUNCTION LED HEAD LAMPS

Dynamic and beaming clarity
for your road ahead.

LED FOG LAMPS WITH CORNERING

Premium LED technology for
superior visibility in foggy
weather.



SHARK FIN ANTENNA
WITH GPS

Shark Fins for sharp navigation.

SEQUENTIAL TURN INDICATORS

Light up every turn you take.

CONNECTED LED TAIL LAMPS

Leave an inspiring trail to follow.



FLUSH DOOR HANDLES WITH WELCOME LIGHT

Enter the Curvv with seamlessly
blending handles that personify the
design elegance.



DUAL TONE ROOF

Two tones, one magnificent look, shaped for your aesthetic.



R18 ALLOY WHEELS WITH AERO INSERTS

Conquer the road with
R18 Alloy wheels with
aero inserts
for enhanced
performance.



4 SPOKE ILLUMINATED DIGITAL STEERING WHEEL

Grip the wheel that shines just for you.

THEMED DASHBOARD WITH MOOD LIGHTING

Set the perfect ambiance with a themed, illuminated dashboard.



VOICE ASSISTED PANORAMIC SUNROOF
WITH MOOD LIGHTING*

Say the word and the sky is all yours.

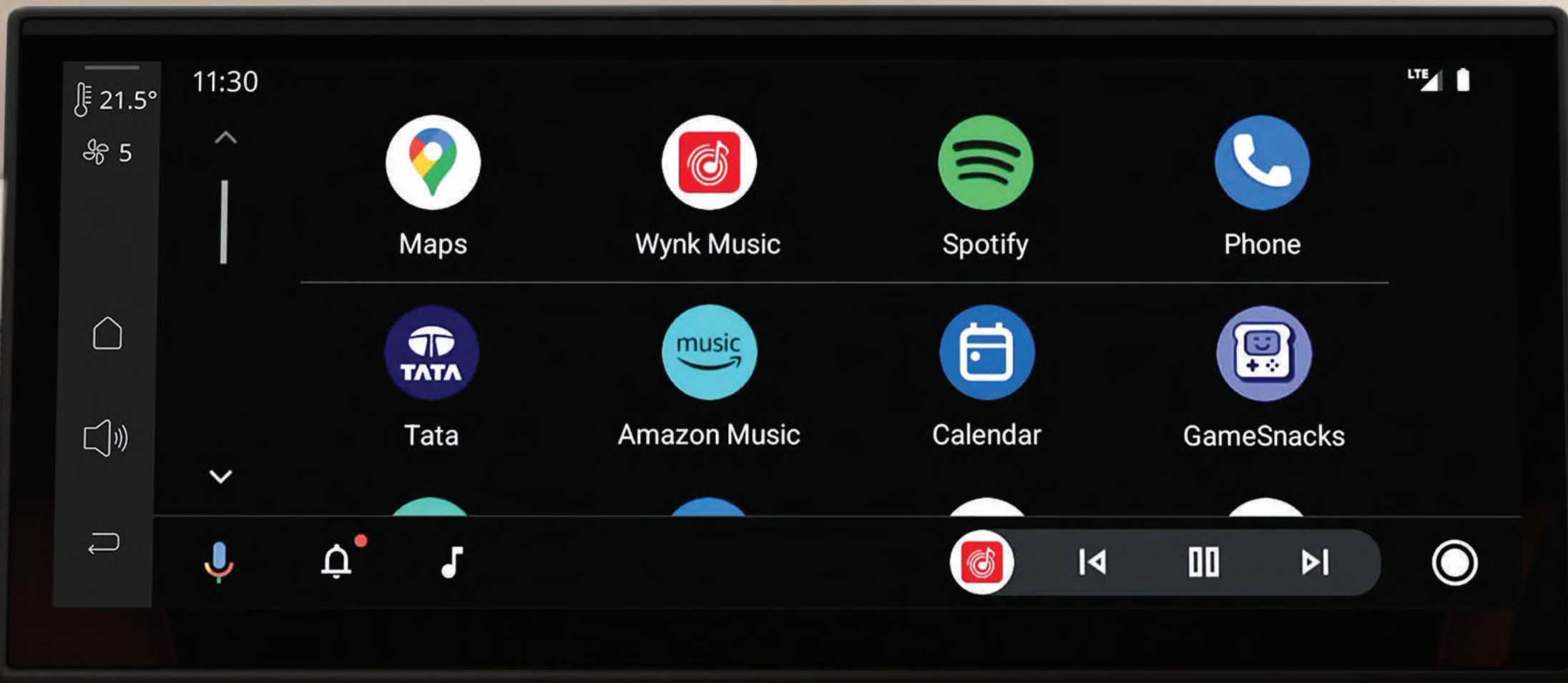
*Visual Presentation

PERSONA THEMED INTERIORS

Interiors that appeal to each side of you.



SHAPED FOR INNOVATIVE TECHNOLOGY



31.24 CM (12.3") TOUCHSCREEN
INFOTAINMENT BY HARMAN™

Expansive screen for the gizmo
lover in you.

WIRELESS ANDROID AUTO™ AND
APPLE CARPLAY™

Seamlessly connect your smartphone,
wire-free.

MULTIPLE
VOICE ASSISTANTS

Virtual assistant
on your command.



NATIVE



ALEXA



SIRI



GOOGLE
ASSISTANT

JBL SOUND MODES

Your favourite genre deserves a different mode.



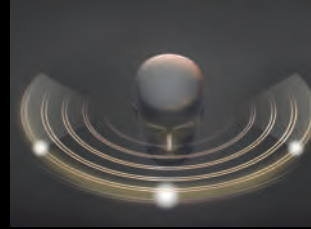
PODCAST



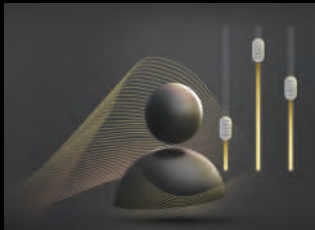
ACOUSTIC



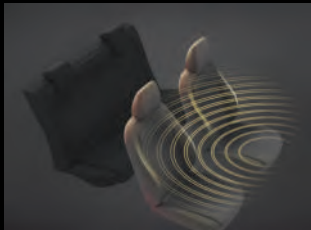
BASS ENHANCE



STEREO WIDENING



CUSTOM



KIDS SLEEPING IN THE BACK



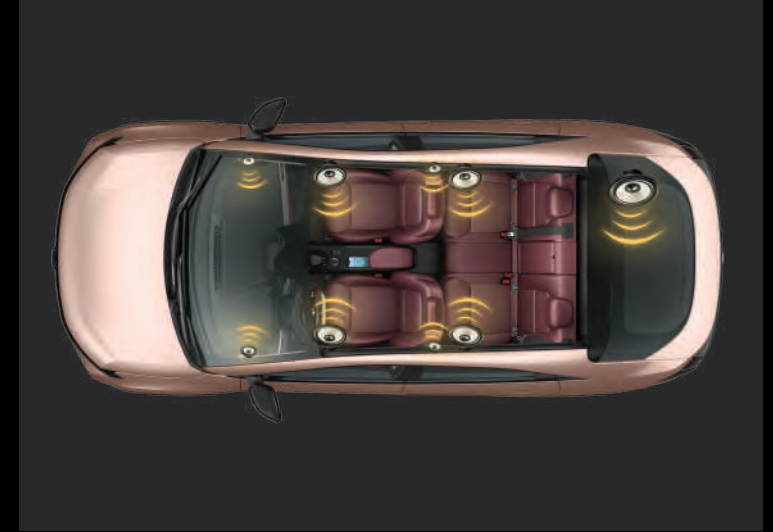
CINEMATIC EXPERIENCE



ELECTRONIC MUSIC

JBL SOUND SYSTEM (9 SPEAKERS INCLUDING SUBWOOFER)

Make every drive a private concert.



26.03 CM (10.25") DIGITAL INSTRUMENT CLUSTER

Just tap to transform your drive.



NAVIGATION DISPLAY ON INSTRUMENT CLUSTER

Access maps without losing sight of the road.



WIRELESS SMARTPHONE CHARGER
Cord-free, Hassle-free.



AIR PURIFIER WITH AQI DISPLAY
An oasis of fresh and germ-free air.



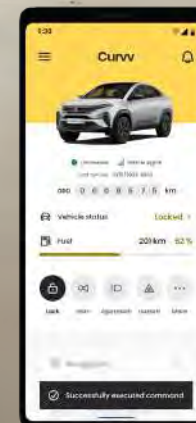
ELECTROCHROMATIC
IRVM WITH AUTO
DIMMING

Experience exceptional
clarity and enhanced
visual comfort.

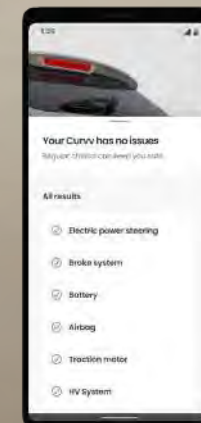


iRA CONNECTED CAR TECHNOLOGY

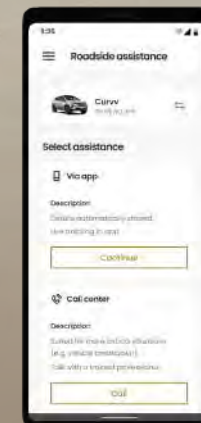
Designed so you can always be in sync with your car.



Vehicle Status



Diagnostics



Roadside Assistance

SHAPED FOR GRANDEUR



POWERED TAILGATE WITH GESTURE ACTIVATION

Let the feet talk.

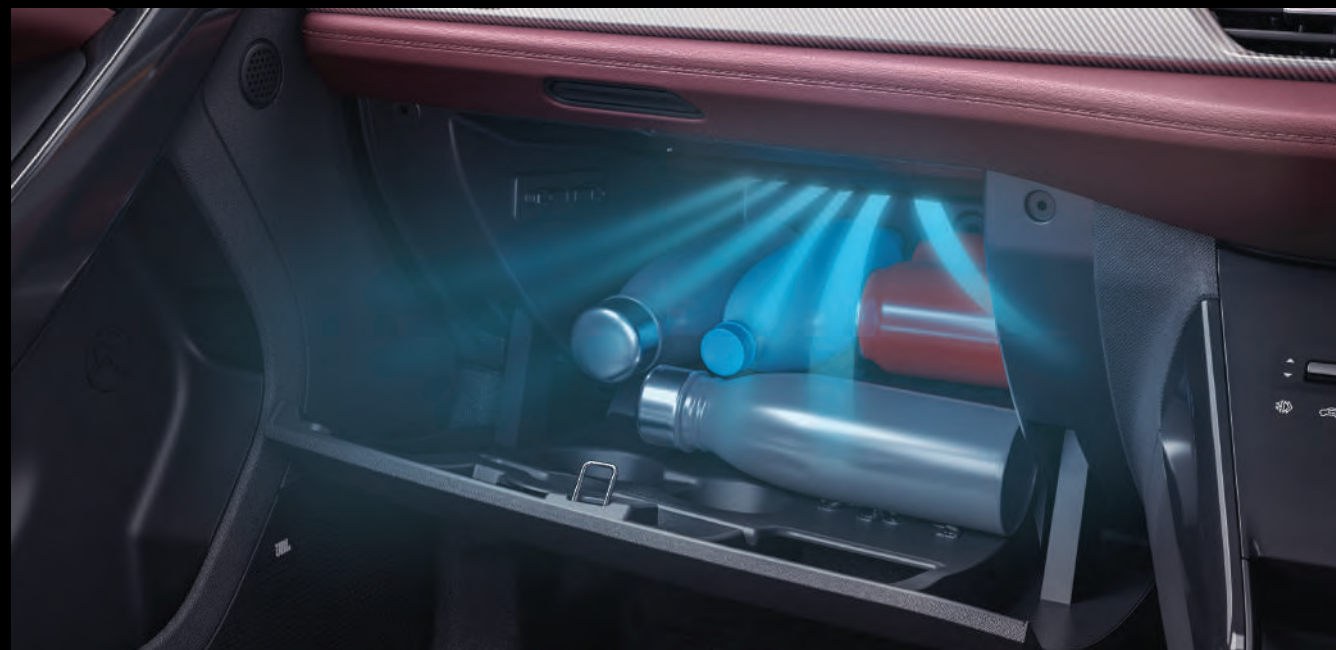


500L* BOOT SPACE

Extra room for a large hearted you.

ILLUMINATED COOLED GLOVEBOX

Keep your essentials cool and lit.





VENTILATED FRONT SEATS

Stay cool and comfortable with seats that breathe.

GRAND CENTRE CONSOLE WITH LEATHERETTE ARMREST

Your gateway to spacious luxury. Premium comfort at your arm's reach.





REAR SEAT RECLINE

Recline your back seat to the degree of your comfort.

60:40 REAR SPLIT SEATS

Flexible seating options designed for your convenience.

ONE-SHOT DRIVER POWER UP AND DOWN WINDOW

Instant window control at the touch of a button.

6 WAY POWERED DRIVER SEAT

Adjust to perfect spot with ease.

SHAPED FOR ABSOLUTE SAFETY



ADAS LEVEL 2

Experience drives with a free mind on the road with unparalleled safety features and cutting-edge driver assistance.

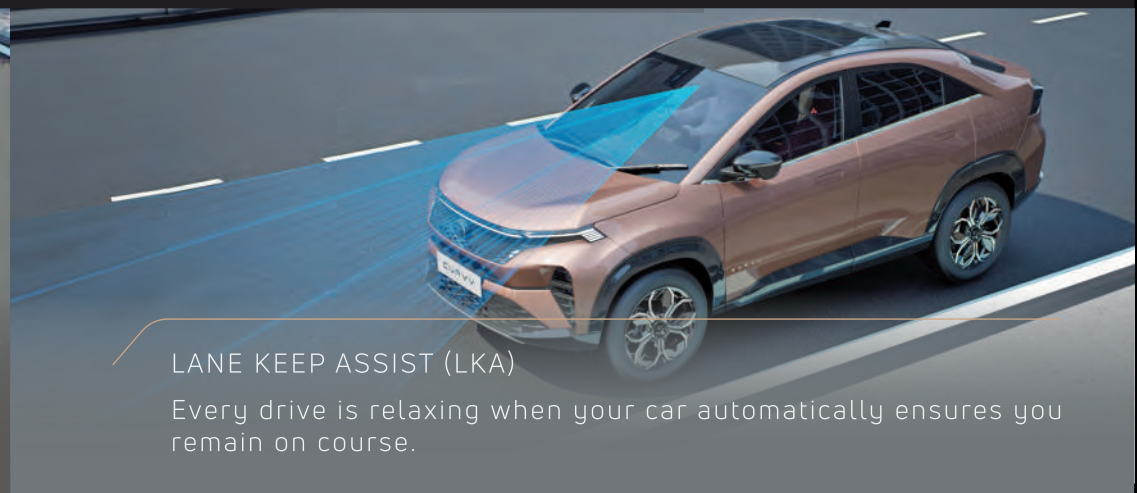
ADAPTIVE CRUISE CONTROL WITH STOP & GO (ACC) AVAILABLE IN DCA

Smooth journeys at a peaceful pace.



LANE DEPARTURE WARNING (LDW)

Stay on track with alerts for unintended diversions, keeping you focused and safe on the road.



LANE KEEP ASSIST (LKA)

Every drive is relaxing when your car automatically ensures you remain on course.



BLIND SPOT DETECTION (BSD)

Drive confidently with alerts for unseen vehicles in blind spots.



360° 3D SURROUND VIEW CAMERA SYSTEM

Ensures a hawk eye view just like you.



LANE CHANGE ALERT (LCA)

Switch lanes confidently with sensors that warn you of potential collisions.



FORWARD COLLISION WARNING (FCW)

Stay alert with audio and visual warnings for potential front collisions.



AUTOMATIC EMERGENCY BRAKING (AEB)

Detects collision risks and brakes automatically to protect you and others.



REAR CROSS TRAFFIC ALERT (RCTA)

Detects approaching traffic from behind when reversing.



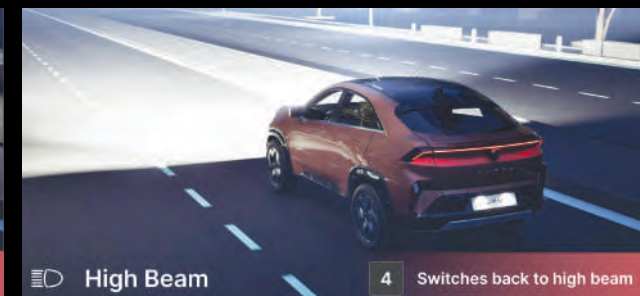
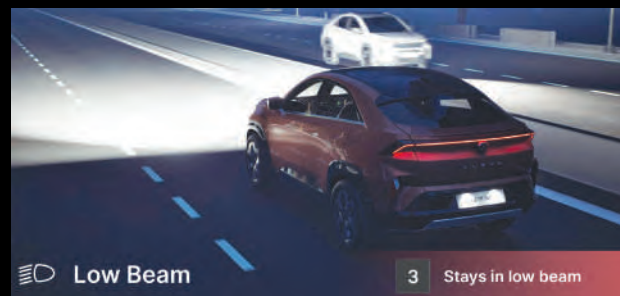
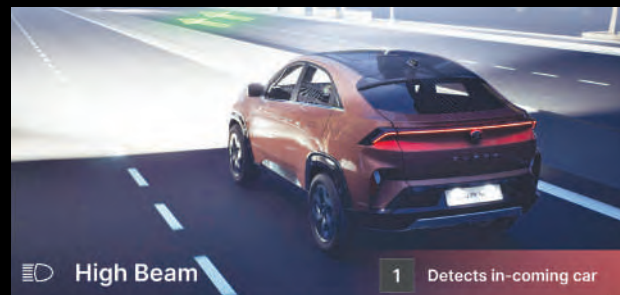
DOOR OPEN ALERT ON ORVM

Ensures safer door opening by alerting the driver and passengers of imminent danger through alerts.



REAR COLLISION WARNING (RCW)

Alerts to help you avoid rear-end accidents.



HIGH BEAM ASSIST (HBA)

Automatically switch between high and low beams for optimal visibility.



TRAFFIC SIGN RECOGNITION (TSR)

Recognise and respond to road signs with ease.



E-CALL/B-CALL

Help is just a button away.



RAIN SENSING WIPERS

No amount of rain can blur your vision.

AUTOMATIC HEAD LAMPS

Lights that go on intuitively on tricky dark paths.



ATLAS ARCHITECTURE

With top-class safety, ATLAS has been engineered with advanced materials and a continuous framework that delivers exceptional car crash protection. Its exquisite ride & handling offers delight in your every drive.



ELECTRONIC PARKING BRAKE WITH AUTO HOLD

Park confidently and effortlessly, even in the most crowded or compact spaces.

ATLAS
— Adaptive Tech-Forward Lifestyle Architecture —



6 AIRBAGS

Comprehensive protection with strategically placed airbags crafted for you and your family.

3-POINT SEAT BELTS WITH SEAT BELT REMINDER

Secure and remind you to buckle up.

HILL DESCENT CONTROL

Navigate steep descents safely with automated braking.

SHAPED FOR PERFORMANCE



HYPERION

GASOLINE DIRECT INJECTION



HYPERION GASOLINE DIRECT INJECTION ENGINE

Delivers unmatched power and a sporty drive, wrapped in silence. This engineering marvel is a testament to precision, technology, and tranquillity.

HYPERFORMANCE

Unleash 91.9 kW and 225 Nm of raw power, engineered for an exhilarating drive.

HYPERTECH

Advanced technologies like sodium cooled exhaust valves and 350 bar fuel injection system, made for you to have exceptional performance, responsiveness and efficiency.

HYPERQUIET

Experience the serenity of silence with minimal noise, vibration, and harshness.



KRYOJET

1.5L KRYOJET DIESEL ENGINE

Robust performance meets fuel efficiency with this 86.7 kW diesel powerhouse with 260 Nm torque.



1.2L REVOTRON PETROL ENGINE

Experience smooth, efficient power at 88.2 kW, with this refined petrol engine that has 170 Nm torque.



DCA HIGHLIGHTS

Revel in the refined engineering of 7 Speed DCA, offering superior driving dynamics and control.



WET CLUTCH WITH
ACTIVE COOLING TECHNOLOGY



SHIFT BY
WIRE TECHNOLOGY



MACHINE LEARNING



AUTO PARK LOCK



SELF-HEALING MECHANISM



PADDLE SHIFTERS

Take control of your drive with responsive and precise handling.



SMART E-SHIFTER FOR DCA

Shift gears smoothly with effortless sophistication.



MULTI DRIVE MODES - ECO, CITY & SPORT

Adapt your drive to your mood with versatile drive modes.

EXTERIOR COLOURS



	Smart	Pure+	Pure+S	Creative	Creative S	Creative+ S	Accomplished S	Accomplished+A
Pristine White	■	■	■	■	■	■	■	■
Daytona Grey	■	■	■	■	■			
Flame Red		■	■	■	■	■	■	■
Pure Grey						■	■	■
Gold Essence							■	
Opera Blue		■	■	■	■	■	■	■

DUAL TONE COLOURS AVAILABLE IN CREATIVE+S, ACCOMPLISHED S & ACCOMPLISHED+A

SMART

FEATURE WALK

- 6 Airbags
- LED Head Lamp
- LED Tail Lamp
- LED DRLs
- Flush Door Handle with Welcome Light
- Electronic Stability Program
- Power Windows on All Doors
- Multi Drive Modes- Eco, City & Sport
- 2 Spoke Illuminated Digital Steering Wheel
- ISOFIX
- Reverse Guiding Ultrasonic Sensor
- 10.16 cm (4") Digital Instrument Cluster
- Remote Central Lock
- 3 Point ELR Seatbelt For All Passengers
- Hill Hold Control
- Child Safety Lock on Rear Doors
- Anti-Glare IRVM
- Rear Spoiler
- Height Adjustable Driver Seat
- R16 Steel Wheels
- Adjustable Tilt Steering
- ABS with EBD
- 100% Flip & Fold Rear Seat
- Steering controls for Instrument Cluster
- Manual HVAC
- Rear Roof Lamp

PURE+

Features over Smart

- 17.78 cm (7") Touchscreen Infotainment By HARMAN™
- Android Auto™ & Apple CarPlay™
- Cruise Control
- 4 Speakers
- Electrically Adjustable ORVM
- Autofold ORVM
- Reverse Camera Park Assist
- Steering Mounted Controls
- Bluetooth Connectivity
- Voice Commands for Phone & Media
- Shark Fin Antenna
- Leather Smart E-Shifter for DCA*
- Paddle Shifters (DCA)
- Electric Temperature Control
- Grand Centre Console with Armrest
- 4 Spoke Illuminated Digital Steering Wheel
- USB Mobile Charger: Type A & Type C
- iTPMS
- Dual Tone Full Wheel Cover
- Touch Based HVAC Control

PURE+S

Features over Pure+

- Voice Assisted Panoramic Sunroof
- Rain Sensing Wipers
- Auto Head Lamps
- R17 Wheels
- Hyper Steel Wheels

CREATIVE

Features over Pure+

- 26.03 cm (10.25") Touchscreen Infotainment By HARMAN™
- 8 Speakers (4 Speakers & 4 Tweeters)
- R17 Alloy Wheels with Aero Inserts
- Bi Function Full LED Head Lamp
- Fully Automatic Temperature Control
- Smart Key with Push-Button Start (PEPS)
- Wireless Android Auto™ & Apple CarPlay™
- Rear Defogger
- Height Adjustable Driver Seat Belt
- Height Adjustable Co-Driver Seat Belt
- Leather Wrapped Steering Wheel*
- Cooled Glove Box
- Shark Fin Antenna with GPS
- Wi-Fi Connectivity

CREATIVE S

Features over Creative

- Voice Assisted Panoramic Sunroof
- Rain Sensing Wipers
- Auto Head Lamps

CREATIVE+ S

Features over Creative S

- R18 Alloy Wheels with Aero Inserts
- Sequential Turn Indicators
- Front Centre Position Lamp
- Connected LED Tail Lamp
- 360° Surround View System with Blind View Monitor
- LED Fog Lamps with Cornering
- Themed Dashboard with Mood Lighting
- Hill Descent Control
- TPMS
- 26.03 cm (10.25") Digital Instrument Cluster
- One-shot Driver Power Up and Down Window
- Decorative Leatherette Mid Inserts on Dashboard*
- Rear Arm-Rest with Cup Holder
- Moulded Door Trim with Leather Inserts*
- Chrome Based Inner Door Handles
- Dual Tone Roof
- Interior Boot Lamp
- Front Wiper with Stylized Blade and Arm
- Leather Gear Shift Knob*
- HARMAN™ AudioworX Enhanced

ACCOMPLISHED S

Features over Creative+S

- 6 Way Powered Driver Seat
- Ventilated Front Seats
- Voice Assisted Panoramic Sunroof with Mood Lighting
- Leatherette Seats*
- 9 Speakers (4 Speakers, 4 Tweeters & 1 Subwoofer)
- JBL™ Branded Sound System
- JBL™ Sound Modes
- Rear Disc Brakes (Available in 1.2 L Hyperion GDI & 1.5 L Kryojet Diesel Engines)
- Electronic Parking Brake with Auto Hold (Available in 1.2 L Hyperion GDI & 1.5 L Kryojet Diesel Engines)
- Height Adjustable Co-driver Seat
- 60:40 Rear Split Seats
- Rear Seat with Reclining Option
- Grand Centre Console with Leatherette Armrest*
- Air Purifier with AQI Display
- Wireless Smartphone Charger

ACCOMPLISHED+ A

Features over Accomplished S

- Gesture Controlled Powered Tailgate
- 31.24 cm (12.3") Touchscreen Infotainment By HARMAN™
- Sequential LED DRLs & Tail Lamp with Welcome & Goodbye Animation
- iRA Connected Car Technology
- Alexa™ Voice Commands with Car to Home Functionality
- Electrochromatic IRVM with Auto Dimming
- Xpress Cooling

ADAS - Advanced Driver Assistance System with 20 Key Features as below:

- Adaptive Cruise Control with Stop and Go (ACC) - Available in DCA
- Lane Departure Warning (LDW)
- Lane Keep Assist (LKA)
- Lane Change Alert (LCA)
- Adaptive Steering Assist (ASA)
- Forward Collision Warning (FCW)
- Autonomous Emergency Braking - Vehicle
- Autonomous Emergency Braking - Pedestrian
- Autonomous Emergency Braking - Cyclist
- Autonomous Emergency Braking - Junction
- High Beam Assist (HBA)
- Traffic Sign Recognition (TSR)
- Over Speed Alert (OSA)
- Rear Cross Traffic Alert (RCTA)
- Rear Collision Warning (RCW)
- Blind Spot Detection (BSD)
- Blind Spot View Monitor (BSM)
- 360° 3D Surround View Camera System
- Door Open Alert on ORVM
- Driver Doze-off Alert

TECHNICAL SPECIFICATION

Length x Width x Height (mm)	4308 x 1810 x 1630		
Wheelbase (mm)	2560		
Tyre Size (mm)	215/65/R16 (Smart & Pure+)	215/60/R17 (Pure+ S, Creative & Creative S)	215/55/R18 (Creative+S, Accomplished S , Accomplished+ A)
Engine	1.5L KRYOJET	1.2 L REVOTRON	HYPERION GASOLINE DIRECT INJECTION
Engine Capacity	1497 cc	1199 cc	1199 cc
Fuel	Diesel	Petrol	Petrol
Power (kW)	86.7 kW @ 4000 RPM	88.2 kW @ 5500 RPM	91.9 kW @ 5000 RPM
Torque (Nm)	260 Nm @ 1500 -2750 RPM	170 Nm @ 1750-4000 RPM	225 Nm @ 1750-3000 RPM
Drive Modes	Eco, City & Sports		
Suspension LWH (MM)	Front - Independent, Lower Wishbone, McPherson Strut with Coil Spring		
	Rear - Semi-independent, Open Profile Twist Beam with Stabiliser Bar, Coil Spring and Shock Absorber		
Brakes	Front Disc, Rear Drum: Smart, Pure+, Pure+S, Creative, Creative S & Creative+S, Accomplished S (Available in 1.2L Revotoron Engine)		
	Front Disc, Rear Disc: Accomplished S & Accomplished+ A (Available in Hyperion GDI Engine & Kryojet Engine)		
Emission Norm	BSVI Phase 2		
Spare Tyre	215/65/R16		
Fuel Tank Capacity	44 L		
Boot space*	500L*		

**VDA Method

POWERTRAIN MATRIX

Persona	1.2 L Revotron Engine		Hyperion Gasoline Direct Injection Engine		1.5 L Kryojet Engine	
	6MT	7DCA	6MT	7DCA	6MT	7DCA
Smart	✓	—	—	—	✓	—
Pure +	✓	✓	—	—	✓	✓
Pure + S	✓	✓	—	—	✓	✓
Creative	✓	✓	—	—	✓	—
Creative S	✓	✓	✓	—	✓	✓
Creative + S	✓	✓	✓	✓	✓	✓
Accomplished S	✓	✓	✓	✓	✓	✓
Accomplished+ A	—	—	✓	✓	✓	✓

NOW WITH

3 years | 1 00 000 km

WARRANTY

Terms and Conditions apply. Above mentioned features are key differentiating features. For detailed list/features/specifications, please visit or contact our nearest dealer. Color applicability will vary for variants/personas and editions. Images and illustrations are indicative and for information purpose only. All features/specifications are not available in all personas and may vary. Specifications/features are subject to change without prior information. The product image may carry some accessories that are not a part of standard equipment. Please consult an authorized Tata Motors dealer for latest information on features/specifications. Colors may not match the actual colors due to printing/digital limitations. Customers will be able to utilize iRA Connect subscription for one year from the date of activation within the Data Pack Limits. Post completion of one year, customers can subscribe to iRA services by paying subscription fees. ##Warranty cover for 3 Years / 1 Lakh Kms, whichever ends earlier.*Leatherette, JBL, Android Auto, Apple Car Play, Alexa and Harman are registered trademarks. Emergency call & breakdown call services are available in select cities, please connect with your nearest dealer for more details. Voice commands is a mix of multiple languages. Advanced Driver Assistance System (ADAS) is not a substitute for human eye and driver vigilance, it is a driver assist system that enhances driving experience and safety. The driver shall remain responsible for safe, vigilant and attentive driving. Adaptive Cruise Control is available in DCA. Address: Tata Motors Passenger Vehicles Limited, 4th Floor Ahura Centre, Mahakali Caves Road, MIDC, Andheri (East), Mumbai – 400093. Accessories shown and features mentioned may not be a part of standard equipment and are subject to change without prior notice. Actual colour of the vehicle and upholstery might differ. Tinted glass and number plates shown are for creative visualisation.

TO KNOW MORE:
CALL - 1800 209 8282

Tata Motors Passenger Vehicle Business Unit,
Tata Motors Limited, 4th Floor, Ahura Centre,
Mahakali Caves Road, MIDC, Andheri (East),
Mumbai 400093.