TATA MOTORS

TATA

ALL NEW

ALTROZ

FEEL

Special

FEEL SPECIAL

To feel special is to experience comfort crafted with care, to be surrounded by elegance in every detail, to breathe the air of exclusivity.

It's the feeling of knowing—you deserve this. Everyone dreams of a drive that turns heads, of stepping into something that makes them the main character.

In the Tata Altroz, you don't just drive. You arrive. And every time you step out, the world looks at you in admiration.
Because in the Altroz, feeling special is a promise.

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KEY HIGHLIGHTS

LUMINATE LED LAMPS

FLUSH DOOR HANDLES

INFINITY LED TAIL LAMPS

ULTRA VIEW 26.03CM HD
INFOTAINMENT BY HARMAN™

ULTRA VIEW 26.03CM
HD DIGITAL CLUSTER

360° HD SURROUND
VIEW SYSTEM

6 AIRBAGS

VOICE ASSISTED
ELECTRIC SUNROOF

WIRELESS SMARTPHONE
CHARGER

PERSONAS

SMART

- 6 Airbags and ESP
- LED Tail lamps
- Flush door handles
- Smart Digital steering wheel
- Projector headlamps
- 3D Front Grille
- Grand entry 90° door opening

PURE

(in addition to Smart)

- 17.78cm touchscreen Infotainment by Harman™
- Autofold ORVM
- Clima touch Automatic Temperature Control
- LED Headlamps
- Rear view camera
- Height adjustable driver seat
- Cruise control
- Voice assisted Electric Sunroof (optional)*

CREATIVE

(in addition to Pure)

- 360° HD surround view system
- Ultra view 26.03cm HD Infotainment by Harman™
- Luminate LED Headlamps & LED DRLs
- Push Button start stop
- R16 Hyper style dual tone wheels
- Rear AC vent
- Galaxy ambient lighting
- Voice assisted Electric Sunroof (optional)*

ACCOMPLISHED S

(in addition to Creative)

- Drag cut R16 Alloy Wheels
- 17.78cm Digital Instrument Cluster
- LED Fog Lamps
- Voice Assisted Electric Sunroof
- Wireless Smartphone Charger - Qi support
- Infinity LED connected tail lamps
- Dual tone roof

ACCOMPLISHED+S

(in addition to Accomplished S)

- iRA - Connected Car Technology
- Ultra view 26.03cm HD Digital Cluster
- In Built Map view in cluster
- In Built Blind spot monitor
- AudioWorX – customizable audio modes
- Air Purifier
- SOS calling function (E-call/B-call)

Available in Petrol, CNG, and Diesel*

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*Terms and Conditions apply. Above mentioned features are key differentiating features. The detailed list/features/specifications will be disclosed at the time of launch. All features/specifications may not be available in all personas and may vary. Colour applicability and powertrain options may vary for variants/personas. Specifications/features are subject to change without prior information. Images and illustrations are indicative and for information purpose only. 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. Colours may not match the actual colours 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. 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. 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 visualization.

TO KNOW MORE:
CALL - 1800 209 8282

NOW WITH 3 years | 100 000 km WARRANTY

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