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 (Accomplished S , Accomplished+ A)						
Engine	1.5L KRYOJET	1.2 L REVOTRON	HYPERION GASOLINE DIRECT INJECTION ENGINE						
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	Front - Independent, Lower Wishbone, McPherson Strut with Coil Spring								
(MM)	Rear - Semi-independent, Open Profile Twist Beam with Stabiliser Bar, Coil Spring and Shock Absorber								
Brakes	Front Disc,	Rear Drum (Smart, Pure+, Pure+S, Creativ	e, Creative S & Creative+S)						
Didkes	Front Disc, Rear Disc (Accomplished S & Accomplished+ A)								
Emission Norm	BSVI Phase 2								
Spare Tyre		215/65/R16							
Fuel Tank Capacity		44 L							
Boot space		500 L**							

TRANSMISSION

Persona	1.2 L Revotron Engine		1.2 L Hyperion Gasoline Direct Injection Engine		1.5 L Kryojet Engine	
rei sui id	6МТ	7DCA	6MT	7DCA	6МТ	7DCA
Smart	~	_	_	_	/	_
Pure +	~	~	-	-	~	~
Pure + S	~	~	_	_	~	~
Creative	~	~	-	-	~	-
Creative S	~	~	✓	_	~	~
Creative + S	/	~	/	/	~	/
Accomplished S	~	~	/	/	/	~
Accomplished+ A	_	_	/	/	/	~

3 years | 100 000 km

**VDA Method

http://cars.tatamotors.com/suv/curvv | 📫 /officialtatamotorscars | 🔰 /TataMotors_Cars | 🔞 /tatacurvv | 🕒 /tatamotorsgroup | Download the ConnectNext App Download the Tata Motors' Connected-car App, iRA. Download the Connec

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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.











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.





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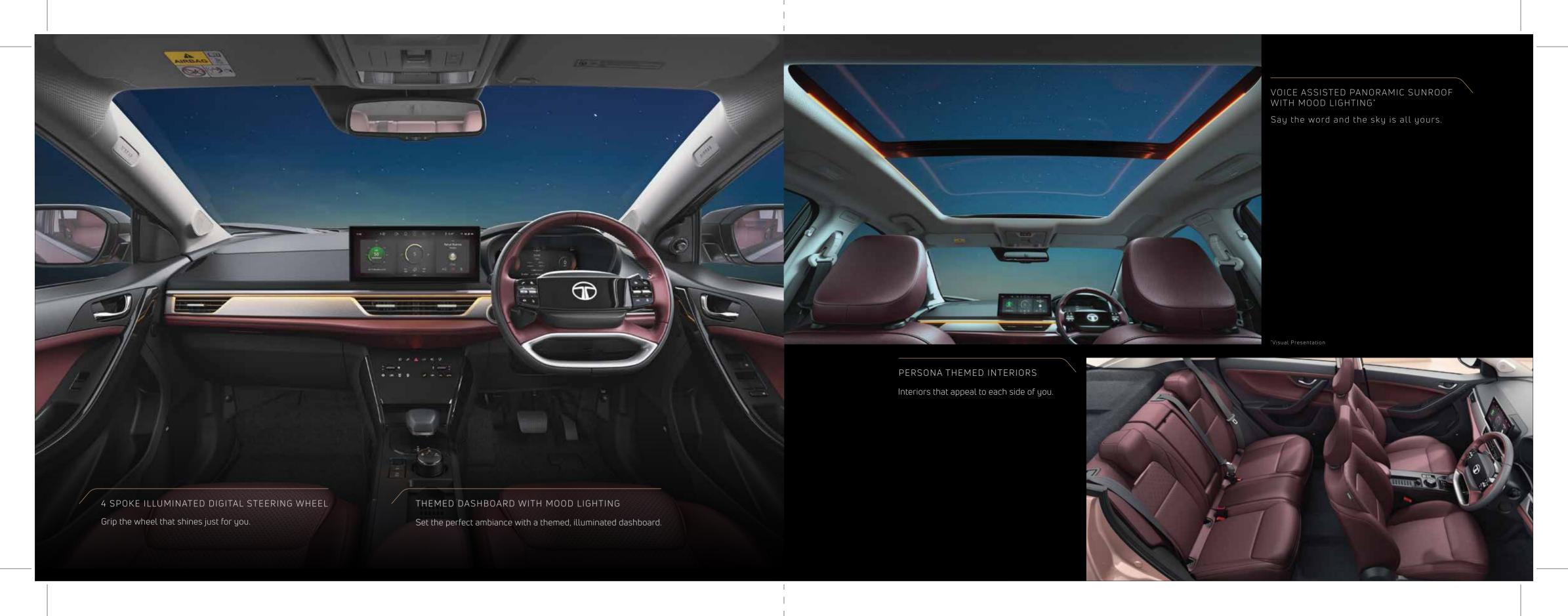
DUAL TONE ROOF

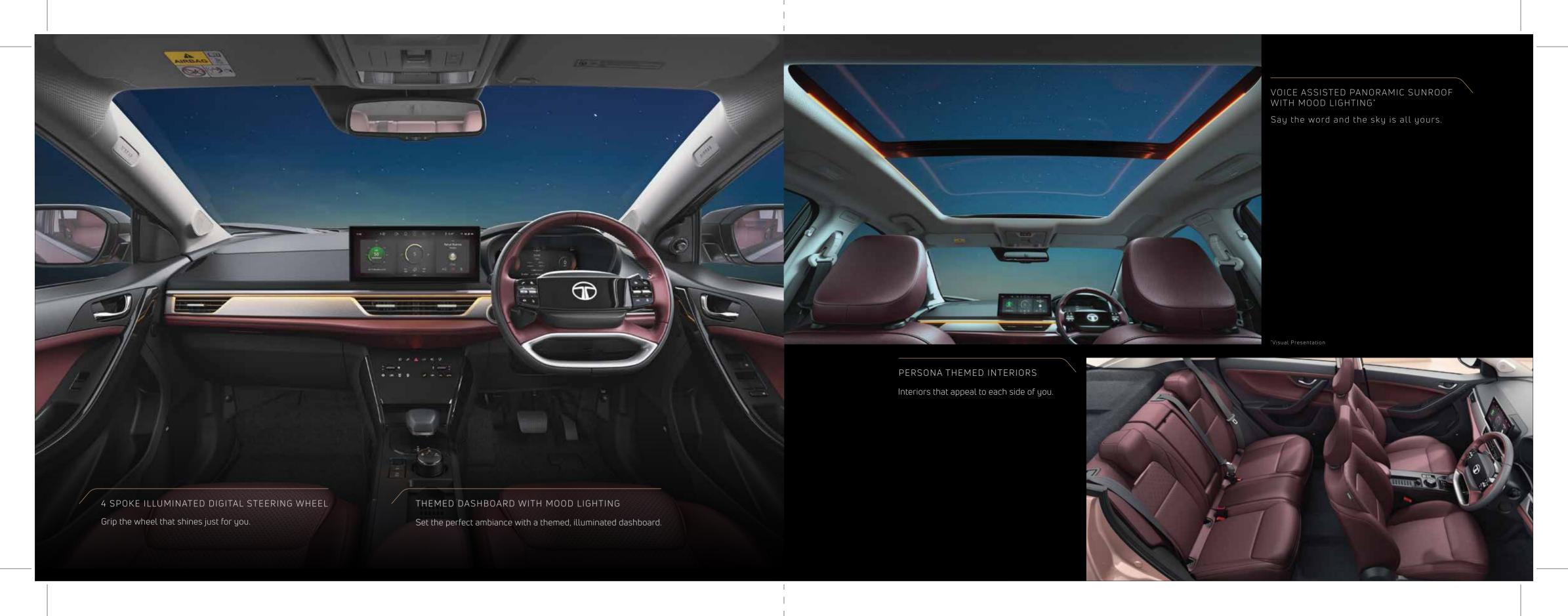
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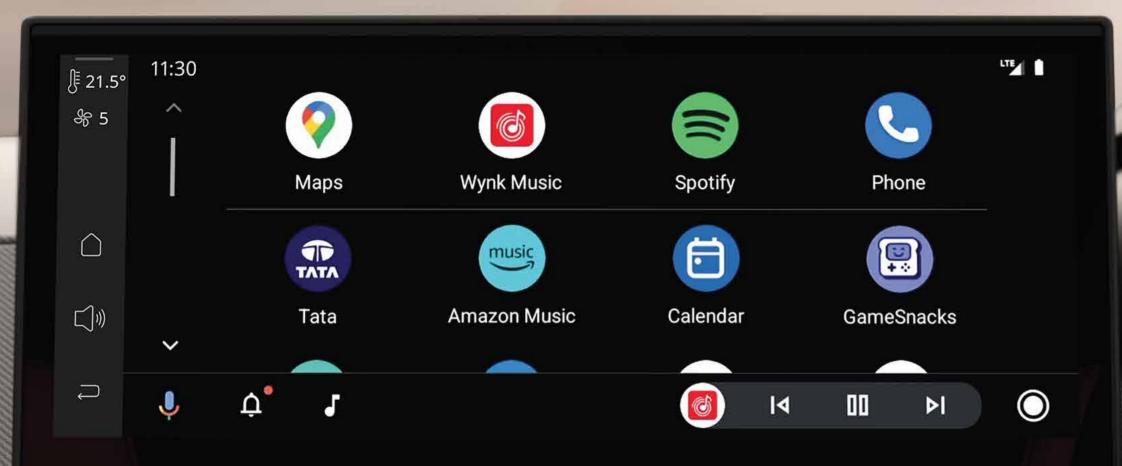
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SHAPED FOR INNOVATIVE TECHNOLOGY



Expansive screen for the gizmo lover in you.

WIRELESS ANDROID AUTO™ AND

Seamlessly connect your smartphone, wire-free.

on your command.









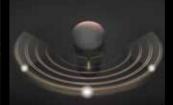
JBL SOUND MODES

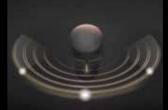
Your favourite genre deserves a different mode.















PODCAST

CUSTOM







BASS ENHANCE



STEREO WIDENING



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.

31.24 CM (12.3") TOUCHSCREEN INFOTAINMENT BY HARMAN™

APPLE CARPLAY™

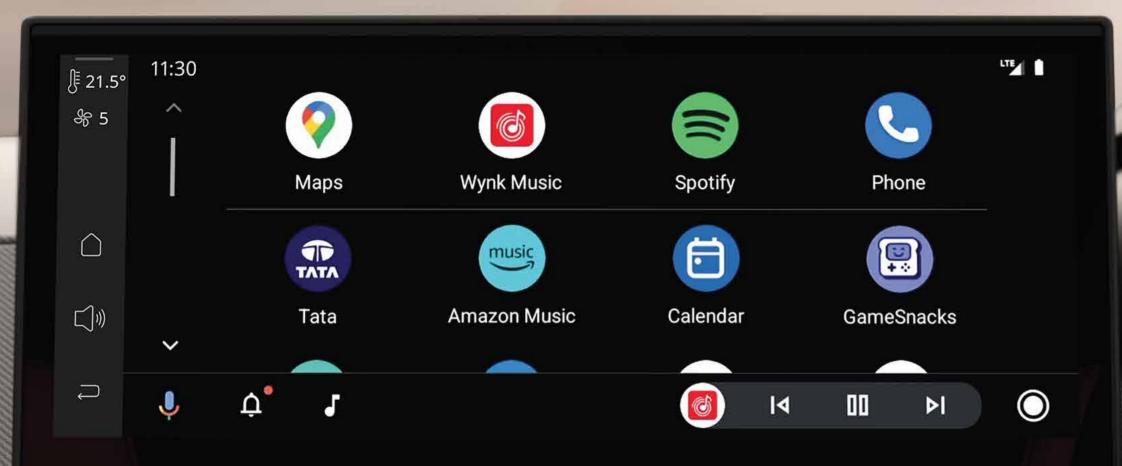
MULTIPLE VOICE ASSISTANTS Virtual assistant







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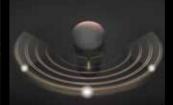
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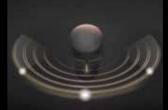
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WIRELESS SMARTPHONE CHARGER Cord-free, Hassle-free.



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.





WIRELESS SMARTPHONE CHARGER Cord-free, Hassle-free.



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BOOT SPACE

Extra room for a large hearted you.

ILLUMINATED COOLED GLOVEBOX

Keep your essentials cool and lit.







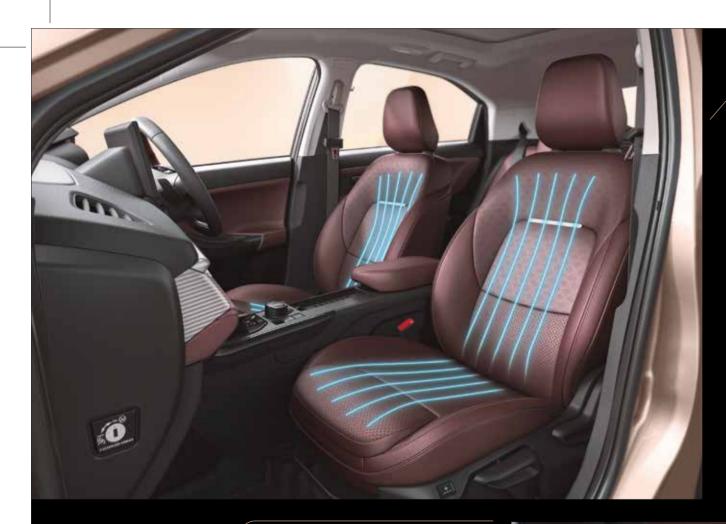
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VENTILATED FRONT SEATS

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

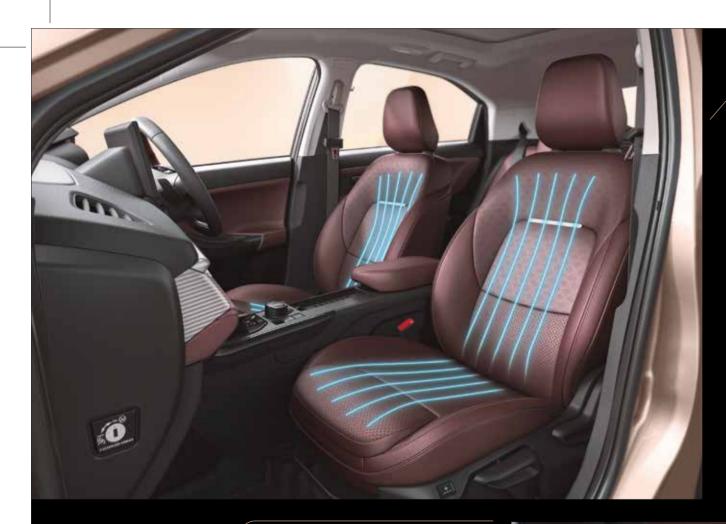
Flexible seating options designed for your convenience.

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.



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Adjust to perfect spot with ease.







Drive confidently with alerts for unseen vehicles in blind spots.



LANE CHANGE ALERT (LCA)

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



Ensures a hawk eye view just like you.



FORWARD COLLISION WARNING (FCW)

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







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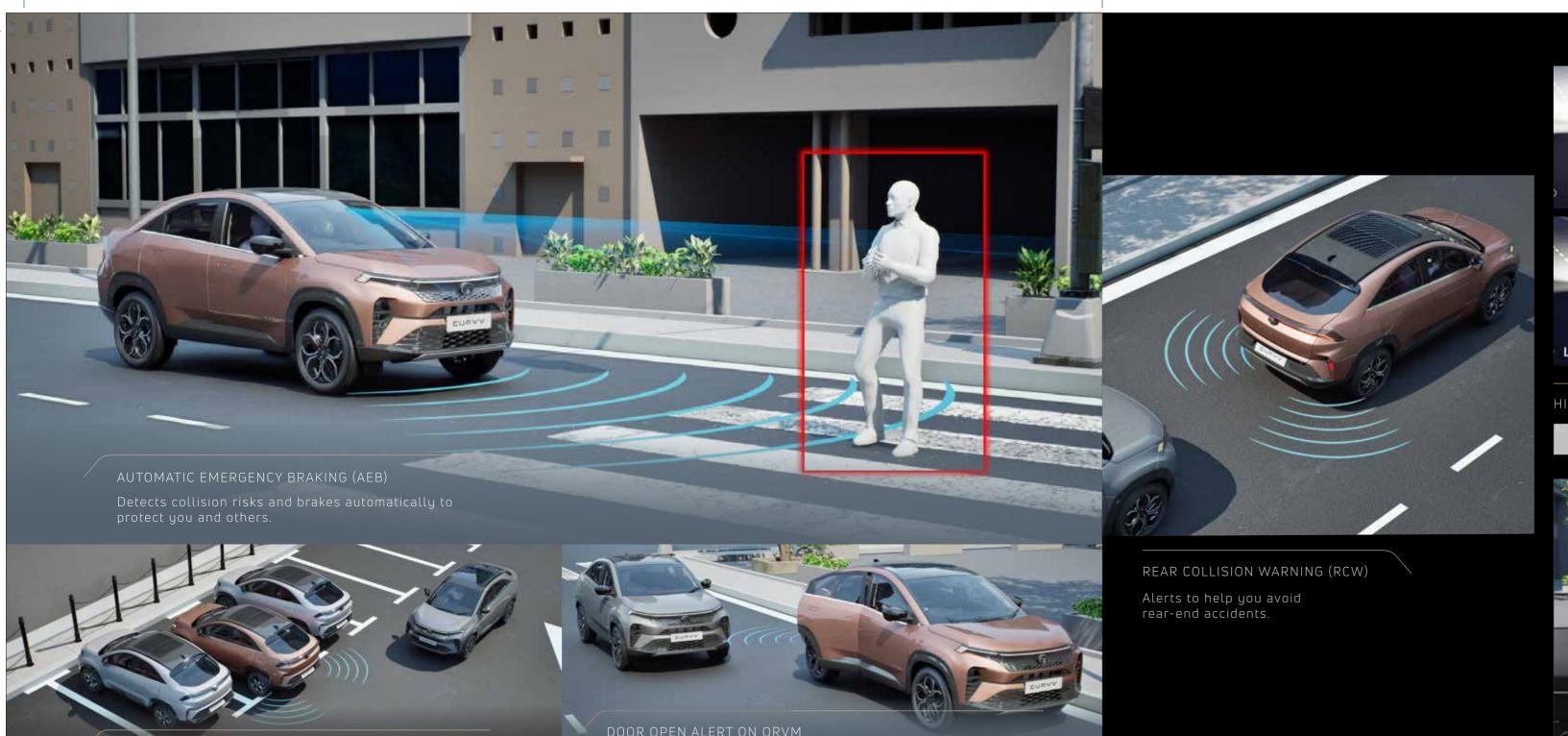


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REAR CROSS TRAFFIC ALERT (RCTA)

Detects approaching traffic from behind when reversing.

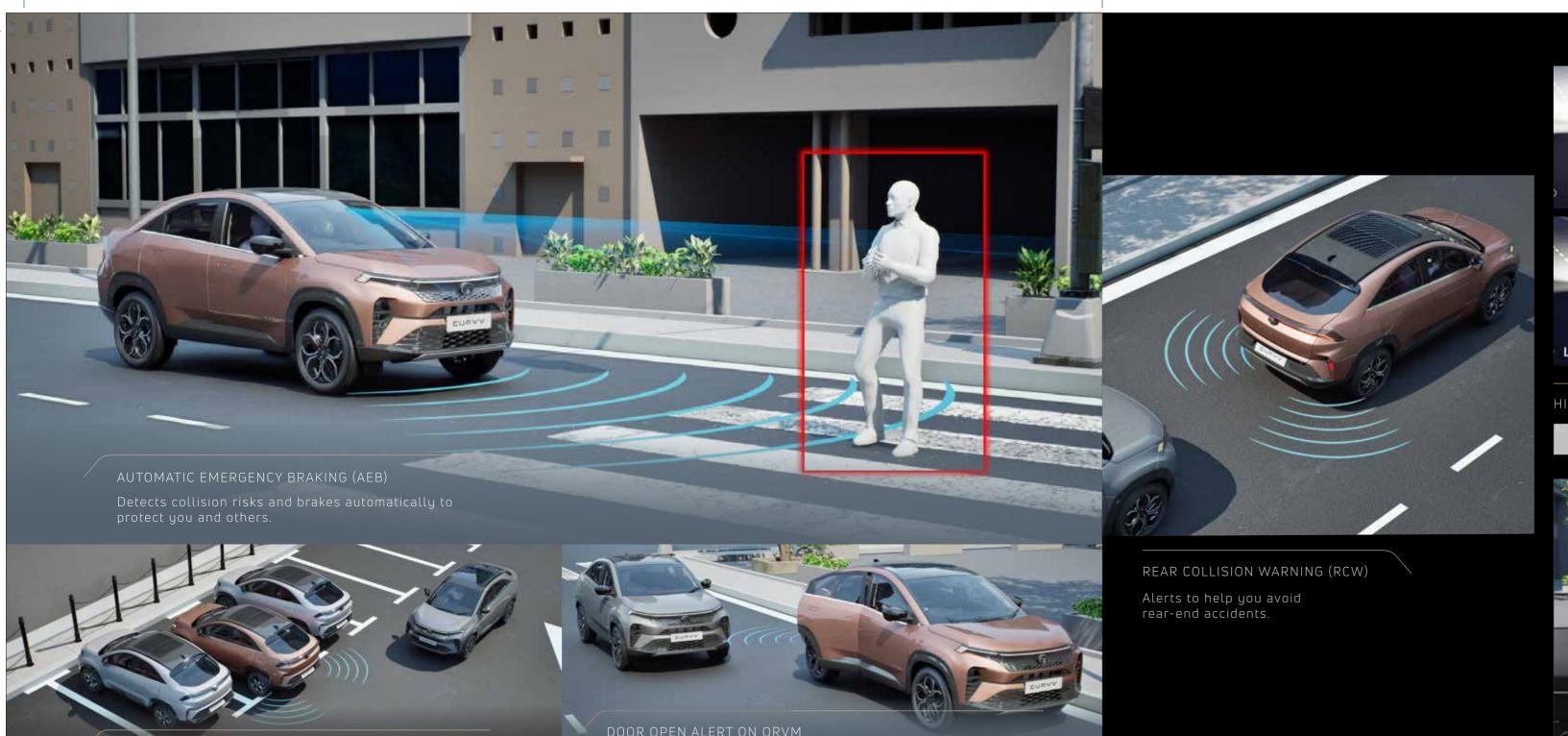






TRAFFIC SIGN RECOGNITION (TSR)

Recognise and respond to road signs with ease.



REAR CROSS TRAFFIC ALERT (RCTA)

Detects approaching traffic from behind when reversing.







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Recognise and respond to road signs with ease.



E-CALL/B-CALL Help is just a button away.



ATL Asaptive Tech-Forward Lifestyle Architecture

ATLAS PLATFORM

Enter a sanctuary where luxury meets iron clad resilience. Curvv envelopes you in the most sophisticated and toughened chassis without compromising elegance, with reliable ATLAS platform.

RAIN SENSING WIPERS

No amount of rain can blur your vision.

AUTOMATIC HEAD VLAMPS

Lights that go on intuitively on tricky dark paths.



ELECTRONIC PARKING BRAKE WITH AUTO HOLD

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





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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.





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.





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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



ALLTO 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



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Daytona Grey								
Flame Red								•
Pure Grey								
Gold Essence							•	•
Opera Blue								

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

FEATURE Walk

ARI

6 AirbagsLED 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

Remote central Es

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

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

4 Spoke Ittullinated Digital Steering Wile
 USB Mobile Charger: Type A & Type C

· iTPMS

· Dual Tone Full Wheel Cover

· Touch Based HVAC Control

Features over Pure+

Voice Assisted Panoramic Sunroof

· Rain Sensing Wipers

Auto Head Lamps

R17 Wheels

Hyper Steel Wheels

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 LFD Head Lamp

· 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

· Video Transfer via Bluetooth/Wi-Fi

· Fully Automatic Temperature Control

Features over Creative

Voice Assisted Panoramic Sunroof

Rain Sensing Wipers Auto Head Lamps Features over Creative S

· R18 Alloy Wheels with Aero Inserts

Sequential Turn IndicatorsFront 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

· HARMAN™ AudioworX Enhanched

Leather Gear Shift Knob*

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 Subwonfer)

· JBL™ Branded Sound System

JBL™ Sound Modes

Rear Disc Brakes (Available in 1.2 L Huperion 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

Features over Accomplished S

Gesture Controlled Powered Tailgate

• 31.24 cm (12.3") Touchscreen Infotainment By

Sequential LED DRLs & Tail Lamp with Welcome & Goodbye Animation

· iRA Connected Car Technologu

 Alexa[™] Voice Commands with Car to Home Functionalitu

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 - VehicleAutonomous Emergency Braking - Pedestrian

· Autonomous Emergency Braking - Cyclist

Autonomous Emergency Braking - JunctionHigh 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 SystemDoor Open Alert on ORVM

Driver Doze-off Alert

*S denotes Sunroof variants

FEATURE WAIK

· 6 Airbags

LED Tail Lamp

LED Head Lamp

LED DRLs

Flush Door Handle with Welcome Light

Electronic Stability Program

Power Windows on All Doors

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Pure +	/	/	-	-	/	~
Pure + S	/	/	_	_	~	~
Creative	/	-	-	-	/	-
Creative S	~	~	/	_	/	~
Creative + S	/	/	/	/	~	~
Accomplished S	~	_	✓	✓	~	✓
Accomplished+ A	-	-	/	/	/	~

3 years | 100 000 km

**VDA Method

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