

CURVV

SUV coupé

TAKE THE CURVV



5-STAR SAFETY RATING



CURVV

The straight path promises
nothing but the expected.
Take the curve. And discovery will
await at every turn.
A new perspective.
An unseen horizon. A story untold.
Because life should be more than
a commute. A journey, rather.
The less obvious the road,
the more memorable life gets.
Where straight lines dictate the ordinary,
let your curve unravel the extraordinary.
Truly, life gets interesting
when you take the curve.

TATA CURVV. Take the CURVV.



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.

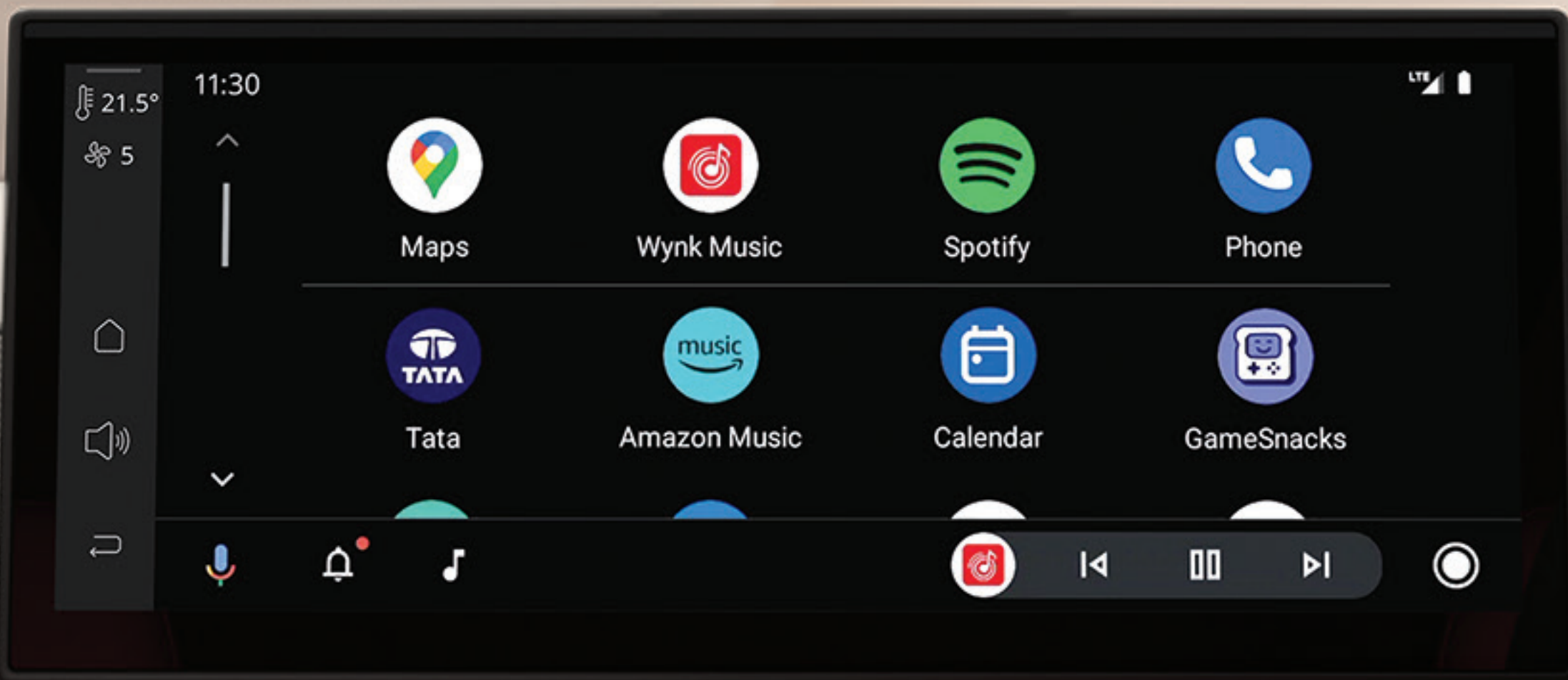
*Visual Presentation

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

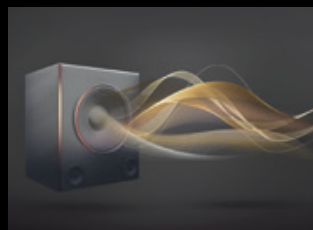
Your favourite genre deserves a different mode.



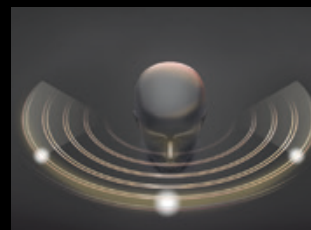
PODCAST



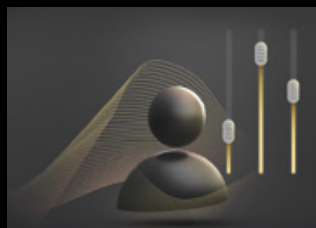
ACOUSTIC



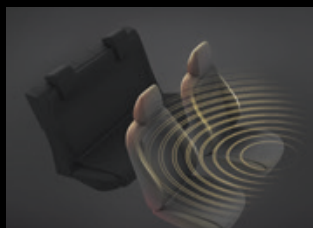
BASS ENHANCE



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.



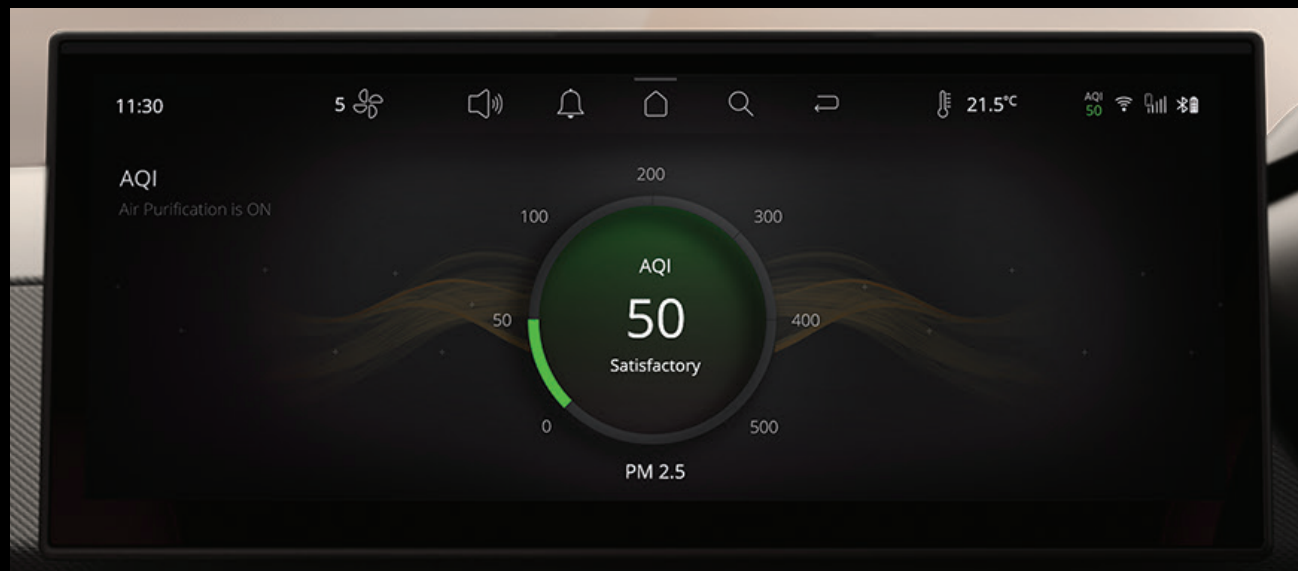
NAVIGATION DISPLAY ON INSTRUMENT CLUSTER

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.

SHAPED FOR GRANDEUR



POWERED TAILGATE WITH GESTURE ACTIVATION

Let the feet talk.

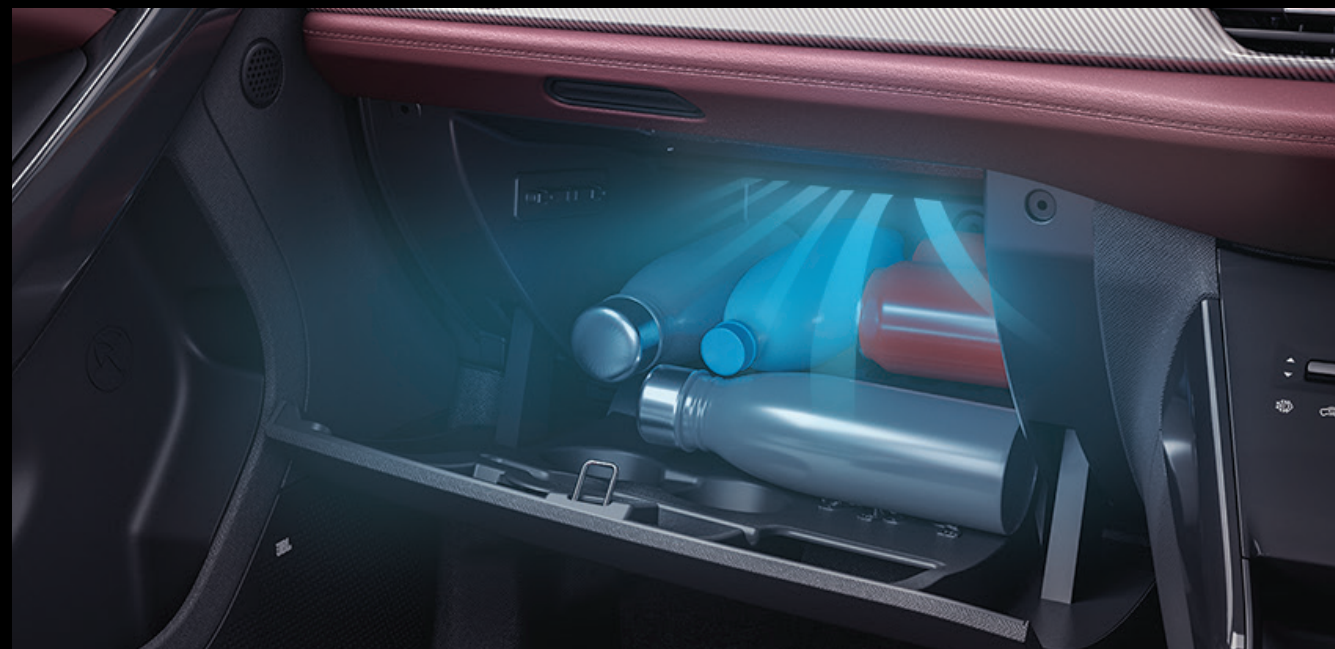


500L* BOOT SPACE

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 the 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.

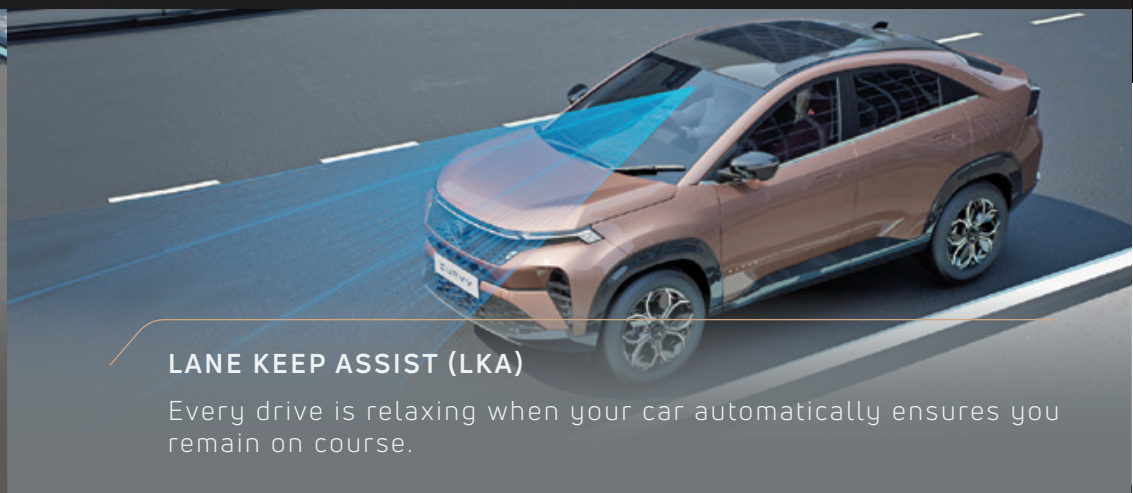
ADAPTIVE CRUISE CONTROL WITH STOP & GO (ACC) AVAILABLE IN DCA

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.



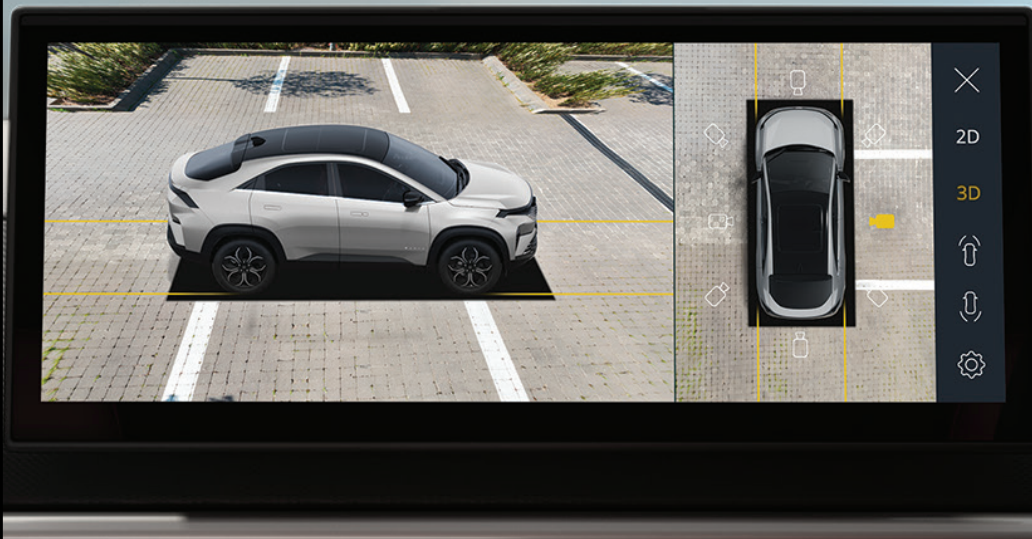
LANE KEEP ASSIST (LKA)

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



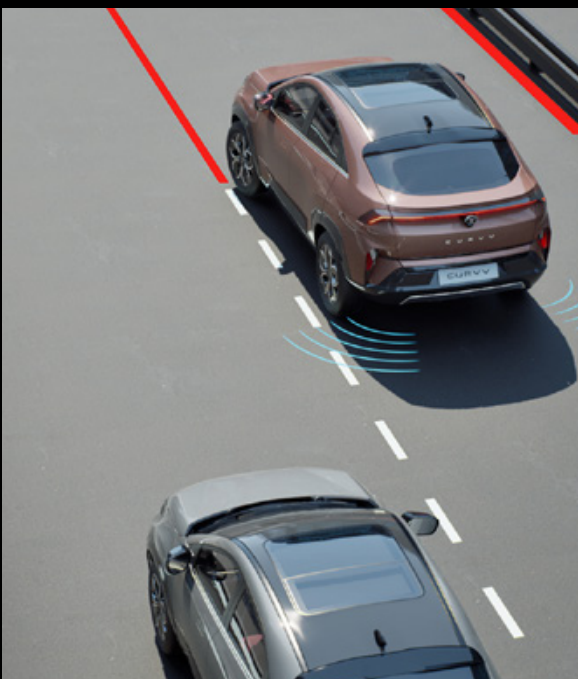
BLIND SPOT DETECTION (BSD)

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.



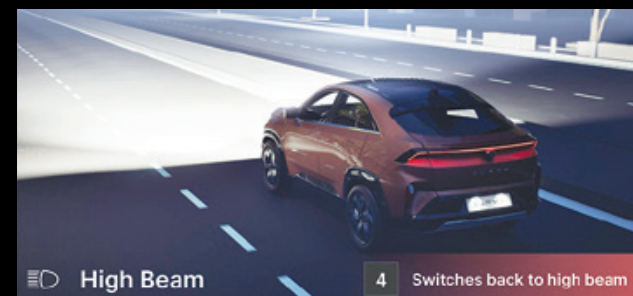
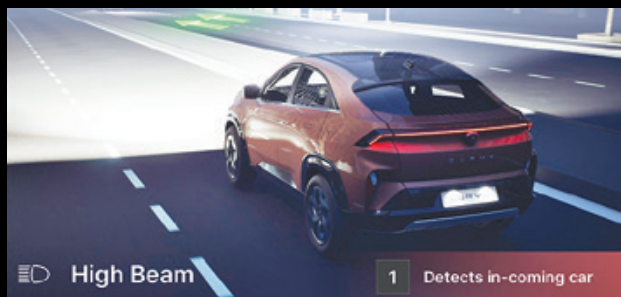
DOOR OPEN ALERT ON ORVM

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.



RAIN SENSING WIPERS

No amount of rain can blur your vision.

AUTOMATIC HEAD LAMPS

Lights that go on intuitively on tricky dark paths.



E-CALL/B-CALL

Help is just a button away.



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 —

The image shows the front interior of a car with red leather seats. Six airbags are deployed: two large front airbags for the driver and front passenger, two side airbags for the front seats, and two rear airbags for the back seat. The dashboard and center console are visible. The background is a bright orange gradient.

5 STAR BNCAP SAFETY RATING

Your safety is our priority, experience every drive with the assurance of 5-star safety.

6 AIRBAGS

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

HILL DESCENT CONTROL

Navigate steep descents safely with automated braking.

SHAPED FOR PERFORMANCE





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		■	■	■	■	■	■	■
Nitro Crimson				■	■	■	■	■
Carbon Black #DARK							■	■

DUAL TONE COLOURS AVAILABLE IN CREATIVE+S, ACCOMPLISHED S & ACCOMPLISHED+A. #DARK AVAILABLE IN SINGLE TONE COLOUR ONLY

FEATURE WALK

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

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
- 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

TECHNICAL SPECIFICATION

Length x Width x Height (mm)	4308 x 1810 x 1630	
Wheelbase (mm)	2560	
Tyre Size (mm)	215/60/R17 (Creative)	215/55/R18 (Accomplished S)
Engine	1.2 L REVOTRON	1.2 L REVOTRON
Engine Capacity	1199 cc	1199 cc
Fuel	Petrol (E20 Compliant)	Petrol (E20 Compliant)
Power (kW)	88.2 kW @ 5500 RPM	91.9 kW @ 5000 RPM
Torque (Nm)	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: Creative, Accomplished S (Available in 1.2L Revotron Engine)	
	Front Disc, Rear Disc: Accomplished S	
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	
	6MT	7DCA
Creative	✓	✓
Accomplished S	✓	✓

NO W WITH

3 years | 1 00 000 km

WARRANTY

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