

TaMo to overhaul product platforms to reduce costs

SWARAJ BAGGONKAR
Mumbai, June 30

AIMING TO CUT costs through economies of scale, Tata Motors will replace its existing product platforms with modern and lightweight architecture. This will result in a consolidation of platforms and improve production efficiencies.

Following the launch of the Avinya in 2026, Tata Motors will have around six platforms, including a couple of derivatives of older platforms. It may come down to 2-3 platforms over the next few years. Shailesh Chandra, managing director, Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility, observed that the multiple platforms "have to transition and converge to one platform for a certain set of products".

Some of the company's older nameplates like Nexon, Tiago and Tigor run on the X1 platform, which was used for the last edition of the Indica. Tata Motors' first passenger car brand, before it was phased out. These products will undergo their life cycle change scheduled in a couple of years. "In the next five years, you will see that convergence starting to happen as

THE ROAD AHEAD

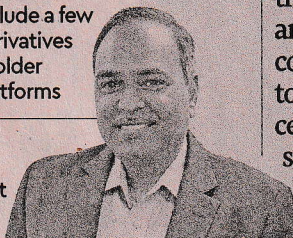
■ First product under the premium category of Avinya brand scheduled for launch in 2026

■ After this, Tata Motors will have around six platforms

■ This will include a few derivatives of older platforms

■ This may come down to 2-3 platforms over next few years

SHAILESH
CHANDRA
MD, TATA
MOTORS
PVs & TATA
PASSENGER
ELECTRIC
MOBILITY



We have multiple platforms which have to transition and converge to one for a certain set of products

the product life cycle goes for the next intervention for individual products," Chandra told analysts at the recent annual Investor Day event in Mumbai.

Tata Motors' newer products like the Curvv and the upcoming Sierra are based on a modular platform called ATLAS (adaptive tech-forward lifestyle architecture). The SUV-only ATLAS platform has allowed Tata Motors the flexibility to have both electric and non-electric options on the models.

The relatively newer products like the Altroz and the Punch are based on Alfa and Alfa

Arc platforms. The company is investing in the Alfa architecture for future products. Its larger models — Harrier and Safari — are based on a platform called Omega, which is essentially a derivative of Land Rover's D8 architecture.

"We are investing in Alfa for lightweighting and strengthening of the body structure. We have Omega doing Harrier and Safari. There might be a third platform but you will see consolidation of platforms and a very modern platform in which we will be investing for lightweighting," Chandra added.