

TaMo rolls out 1st pure EV architecture

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Tata Motors on Friday rolled out the first pure electric vehicle (EV) architecture called 'acti.ev', which will underpin its future portfolio of EVs such as Punch, Sierra, Harrier and Curvv.

"Punch.ev will be the first product based on this pure electric architecture, which will spawn a slew of vehicles with multiple body styles and sizes," the firm's statement said.

The 'acti.ev' architecture will be different from the electrified modular architecture (EMA) that Tata Motors will be



The Punch.ev will be the first product based on Tata Motors' pure electric architecture

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sourcing from Jaguar Land Rover (JLR) for the development of 'Avinya' range of cars.

Tata Motors' EV arm had in November 2022 signed a licen-

sing pact with JLR regarding the EMA. Tata Motors on Friday opened bookings for the Punch.ev. The Punch.ev will be the first 'Born EV' by Tata

Motors. Born EV refers to vehicles that are specifically designed and manufactured as EVs from ground up. They are not adapted from the existing internal combustion engine (ICE) vehicles.

The current portfolio of Tata Motors' EVs — Tiago, Tigor and Nexon — has been adapted from existing ICE models. The year 2023 was an excellent year for electric cars in India. About 90,000-100,000 units of electric cars were sold in the country, a 90-100 per cent annual growth in 2023. Tata Motors holds more than 80 per cent share in the electric car market.