

# Tata Sierra makes a comeback

**AWAITED ROLLOUT.** Bookings for premium mid-size SUV will open on December 16; deliveries set for January

**Aroosa Ahmed**  
Mumbai

Loaded with the latest technological features, the iconic Sierra has re-entered the Indian automobile market at a disruptive price point.

Tata Motors Passenger Vehicles on Tuesday launched the Sierra at ₹11.49 lakh, making it the company's first offering in the premium mid-SUV segment.

The vehicle was launched on the new ARGOS platform with two new petrol engine variants — 1.5-litre TGD i turbo-petrol (158bhp, 255Nm) and 1.5-litre naturally aspirated petrol (104bhp, 145Nm). The new platform can accommodate multiple powertrain options, including hybrid and CNG.

"Tata Sierra has a lot of emotional connect in India. It was the first product that defined lifestyle SUVs in the country and, over a period of time, we have seen that there has always been a demand and need among a lot of customers who had seen the Sierra in the past to get the brand back into the market. (We wanted) to bring back the Sierra while keeping the



**OG RECONNECT.** Tata Motors Passenger Vehicles MD and CEO Shailesh Chandra unveiling the new Sierra in Mumbai on Tuesday PTI

DNA of the OG Sierra, but also reimagining the whole concept for the whole new generation," Shailesh Chandra, Managing Director and CEO, Tata Motors Passenger Vehicles Ltd, told *businessline*.

With the disruptive price point, Tata Motors Passenger Vehicles is anticipating first-time buyers to be a part of the target customers.

"The key aspects of Sierra that will make it fit into the premium mid-size SUV segment are the timeless design, cues of upright boxy wrap-around glass kind of silhouette, which is the legacy of the brand, while also ensuring that the product is contemporary and modern," said Chandra.

"For the first time, we have 5G connectivity in an

ICE car," he said.

The Mumbai-headquartered company, which will introduce seven new nameplates by 2030, aims to enter new vehicular segments.

"We want to explore opportunities in the market where we are not addressing spaces, and it will be a well-thought-through entry into spaces where we are not

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present — for example, the mid-size SUV segment, which is growing fast and growing in size. It is a new segment (premium mid-size SUV) that we are creating, and we will have to see how the consumers respond to the overall product value proposition," he said.

## GLOBAL MARKET

TMPV plans to introduce Sierra in the international market as part of its global expansion strategy.

"We have introduced four products in the South African market — Punch, Tiago, Harrier and Curvv. Directionally, we have to expand into a few more larger right-hand drive countries, which are the low-hanging fruit as far as international expansion is concerned," added Chandra.