

TATA MOTORS
PASSENGER VEHICLES

CURVV

SUV coupé

TAKE THE CURVV



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.

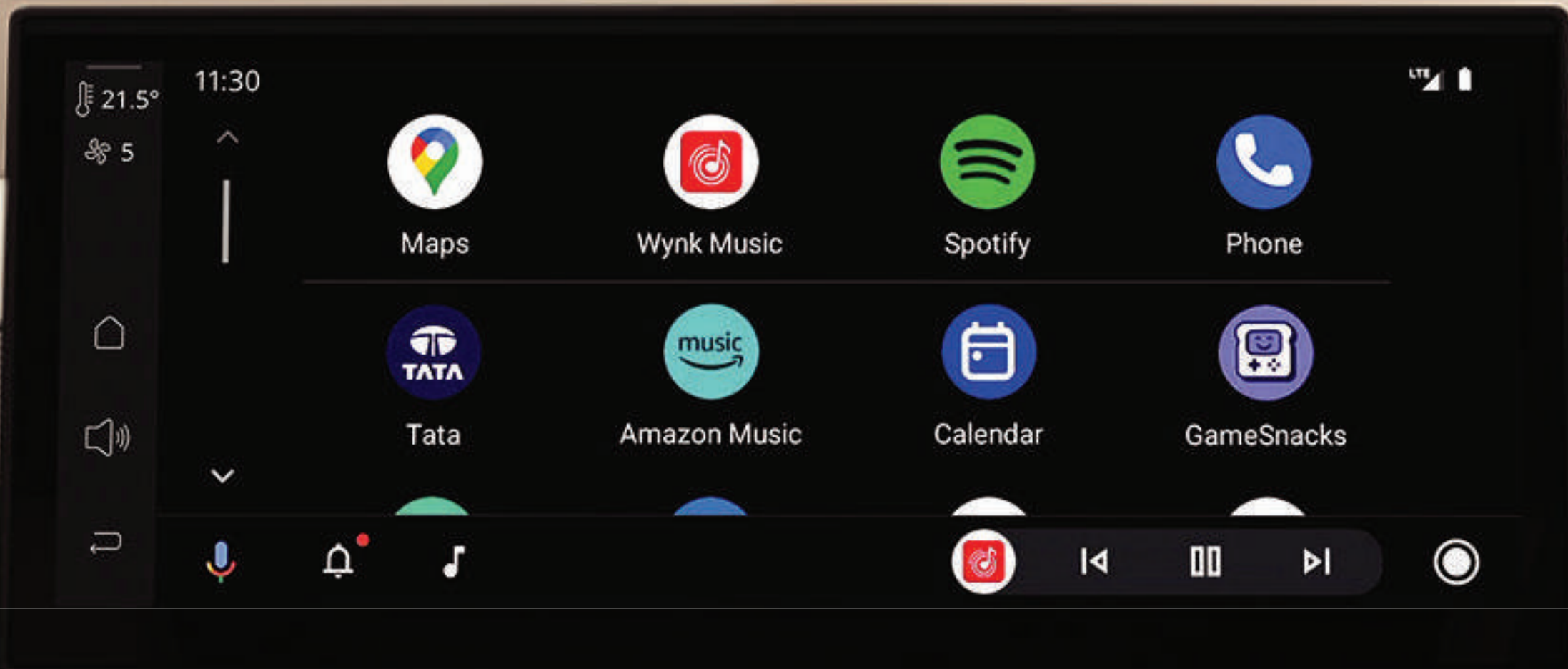
*Visual Presentation

PERSONA THEMED INTERIORS

Interiors that appeal to each side of you.



SHAPED FOR INNOVATIVE TECHNOLOGY



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.



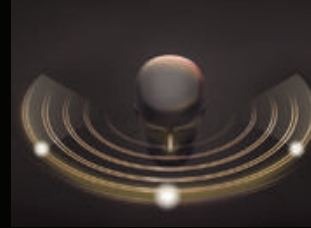
PODCAST



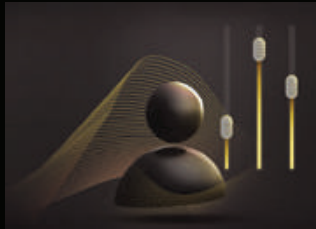
ACOUSTIC



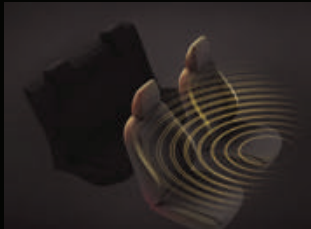
BASS ENHANCE



STEREO WIDENING



CUSTOM



KIDS SLEEPING IN THE BACK



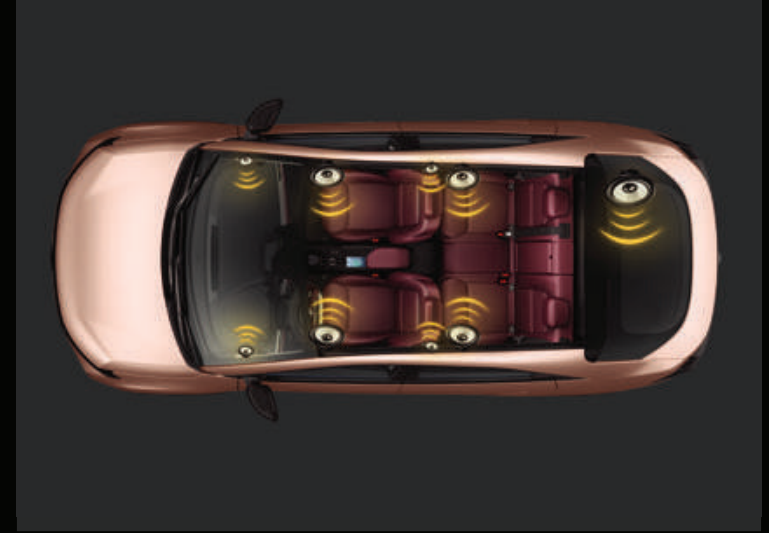
CINEMATIC EXPERIENCE



ELECTRONIC MUSIC

JBL SOUND SYSTEM (9 SPEAKERS INCLUDING SUBWOOFER)

Make every drive a private concert.



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.

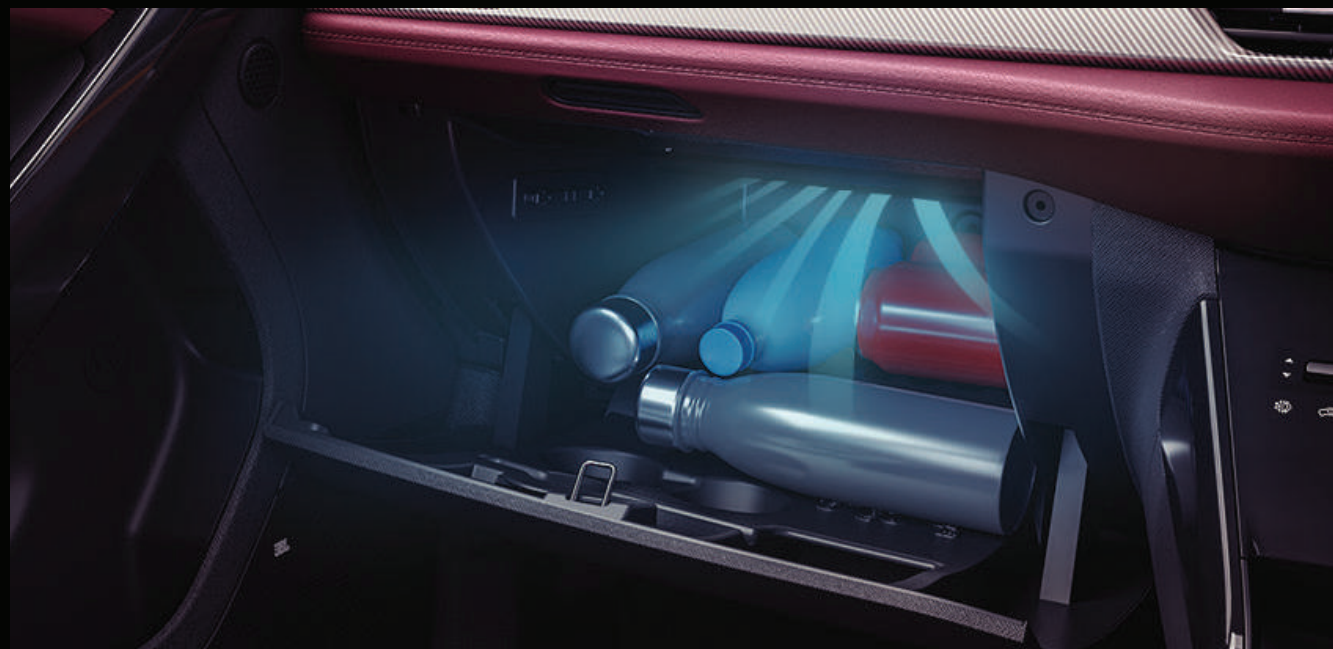


500L* BOOT SPACE

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.



SEQUENTIAL LED DRLS WITH WELCOME ANIMATION

Let your Curvv greet you in style. Dynamic lighting welcomes you and ensures you're always seen



ATLAS
— Adaptive Tech-Forward Lifestyle Architecture —

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.



RAIN SENSING WIPERS

No amount of rain can blur your vision.

AUTOMATIC HEAD LAMPS

Lights that go on intuitively on tricky dark paths.

360° 3D SURROUND VIEW CAMERA SYSTEM

Ensures a hawk eye view just like you.





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



DCA

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



	Pure+	Creative	Accomplished S
Pristine White	■	■	■
Daytona Grey	■	■	
Pure Grey			■
Gold Essence			■
Opera Blue	■	■	■
Nitro Crimson		■	■

DUAL TONE COLOURS AVAILABLE IN ACCOMPLISHED S

PURE +

FEATURE WALK

- 6 Airbags
- LED 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
- ISOFIX
- Reverse Guiding Ultrasonic Sensor
- 10.16 cm (4") Digital Instrument Cluster
- Remote Central Lock
- 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
- 7" Touchscreen Infotainment By HARMANTM
- Android AutoTM & Apple CarPlayTM
- Cruise Control
- 4 Speakers

PURE +

- 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
- USB Mobile Charger: Type A & Type C
- iTPMS
- Dual Tone Full Wheel Cover
- Touch Based HVAC Control
- Rear AC Vent

CREATIVE

- 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

ACCOMPLISHED S

- Rain Sensing Wipers
- Auto Head Lamps
- R18 Alloy Wheels with Aero Inserts
- Sequential Turn Indicators
- Front 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
- 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
- Leather Gear Shift Knob
- HARMANTM AudioworX Enhanced
- 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

TECHNICAL SPECIFICATION

Length x Width x Height (mm)	4308 x 1810		
Wheelbase (mm)	2560		
Tyre Size (mm)	215/65/R16 (Pure+)	215/60/R17 (Creative)	215/55/R18 (Accomplished S)
Engine	1.2 L REVOTRON TURBO CHARGED		
Engine Capacity	1199 cc		
Fuel	Petrol (E20 Compliant)		
Power (kW)	88 kW @ 5500 RPM		
Torque (Nm)	170 Nm @ 1750-4000 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: Pure+, Creative, Accomplished S		
	Front Disc, Rear Disc: Accomplished S		
Emission Norm	BSVI Phase 2		
Spare Tyre	215/60/R16		
Fuel Tank Capacity	44 L		
Boot space	500L		

POWERTRAIN MATRIX

Persona	1.2 L Revotron Engine	
	6MT	7DCA
Pure +	✓	-
Creative	-	✓
Accomplished S	-	✓

5 YEARS | **125 000 KM WARRANTY**

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