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All new Feature Packed Adventure X Persona of Harrier and Safari launched, starting at ₹18.99 Lakh

Delivering Great Value and Upmarket Lifestyle to Consumers with Feature Loaded, Performance Packed options at an attractive price point

Deliveries start today

Mumbai, August 5, 2025: Tata Motors, India's leading SUV manufacturer, today unveiled the **All-New Adventure X Persona**, featuring in its flagship SUVs – the Tata Harrier and the Tata Safari. With this new persona, the Company has brought in a complete package of adventure, performance, and features, offering greater value proposition and access to a robust and adventurous lifestyle to its customers. Packed with segment-first features at this price point, the Harrier and Safari Adventure Persona includes **ADAS with Adaptive Cruise Control (AT), 360° HD Surround View, Trail Hold EPB with Auto Hold, Trail Response Modes (Normal, Rough, Wet), a Land Rover-derived Command Shifter (AT)**, along with segment-leading features such as the **Ergo Lux Driver Seat with Memory & Welcome function, a 26.03 cm Ultra-View Twin Screen System, Trail Sense Auto Headlamps, Aqua Sense Wipers, and Multi Drive Modes (City, Sport, Eco)**. These personas will be available for grabs, starting today, at an introductory price of **₹ 18.99 Lakh for the Harrier Adventure X** and **₹ 19.99 Lakh for the Safari Adventure X+ persona**.

With the launch of this new variant, Tata Motors has enhanced the appeal of the Harrier and Safari lineup by making the range more intelligent, cohesive, and value-packed than ever in the high SUV segment. With a **streamlined persona structure, feature-rich variants, and new colour options**, the line-up also comes with the new Pure X persona which will offer enhanced value to the customers at a great price point.

Price Table

| | Personas | Introductory Starting Price in INR (ESP, New Delhi)* |
|----------------|-----------------------|--|
| Harrier | Smart | 14,99,990 |
| | Pure X | 17,99,000 |
| | Adventure X | 18,99,000 |
| | Adventure X+ | 19,34,000 |
| | Fearless X | 22,34,000 |
| | Fearless X+ | 24,44,000 |
| Safari | Smart | 15,49,990 |
| | Pure X | 18,49,000 |
| | Adventure X+ | 19,99,000 |
| | Accomplished X | 23,09,000 |
| | Accomplished X + (7S) | 25,09,000 |
| | Accomplished X + (6s) | 25,19,000 |

Launching this promising new addition – Adventure X, Mr. Vivek Srivatsa, Chief Commercial Officer, Tata Passenger Electric Mobility Ltd., said, "The Harrier and Safari have always stood for more than just mobility – they represent status, purpose, and a deep-rooted desire for an adventurous lifestyle. With the introduction of the Adventure X persona, we've modernised these icons for a new era – one that champions individuality,

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*precision-crafted design, and intelligent capability – all while offering more value per car. Designed for those who seek **authenticity, capability, and expression in equal measure**, the Adventure X is positioned at a compelling price point in the segment, offering class leading features. Furthermore, with this new persona, we have also reimagined the Harrier and Safari line completely, making the range more intuitive, streamlined, and value-rich than ever before in the high SUV space.”*

About the Harrier and Safari Adventure X Persona - Adventure in Every Terrain

The Adventure X is a fully feature loaded option for customers looking to buy into the Harrier and Safari line up. Built on the proven **OMEGARC architecture** derived from Land Rover’s Legendary D8 Platform, and powered by the Powerful **2.0L KRYOTEC diesel engine**, the Harrier and Safari Adventure X personas deliver a performance-driven experience. With their bold and commanding presence, the Harrier and Safari demand attention on every road — embodying the essence of a **true SUV** through **authentic proportions**, a **high-set bonnet**, and an **elevated driving position**. Amplifying their distinctive character, the Harrier features **striking R17 Titan Forged Alloys and its signature brand mascot** on the doors, while the Safari **sports bold R18 Apex Forged Alloys along with its own iconic mascot** — celebrating its rich legacy while exuding contemporary sophistication

Crafted for explorers and refined for the bold, the Tata Safari Adventure X and Harrier Adventure X bring together capability, comfort, and charisma in two distinct avatars. While the Safari Adventure X stands tall with its **Adventure Oak Interiors** in Tan oak-inspired leatherette with a sculpted dash, the Harrier Adventure X wears its rugged spirit proudly with **premium Onyx Trail interiors** with black leatherette seats accentuated by rich tan accents in the cabin.

A Smarter Line-Up, Tailored for Today**

Alongside the debut of the Adventure X, Tata Motors has reimagined the **entire Harrier and Safari portfolio** — making it **smarter, sharper, and more aligned with what today’s SUV buyers want**. This new line-up makes it easier than ever to choose the real SUV that fits your life. Whether you're drawn to intelligent tech, bold design, or rugged capability, there’s now a Harrier or Safari built just for you. At the heart of this line up will be **all-new Adventure X persona** — the most powerful expression yet — packed with signature design, off-road readiness, and premium features.

*Prices valid till 31st October, 2025 only

**Please refer to the Annexure for the detailed Grade Walk

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