

introducing  
**Punch.ev**



**beyond  
— everyday**





# beyond — design



Dive into the world of Punch.ev and discover a design philosophy that goes beyond the ordinary. Our focus on aesthetics transforms every journey into a visually enchanting experience, making each drive truly extraordinary.



## — exterior



### smart — digital DRLs

Be it day or night, stand out as you go beyond.



### auto LED — projector headlamps

Go beyond with hassle-free auto headlamps for crystal clear visibility even at night.





sequential front  
— side indicators

Add a touch of class to every turn you make.

frunk<sup>1</sup> —

Level up your storage game with the Frunk – a front storage designed for all your essentials.



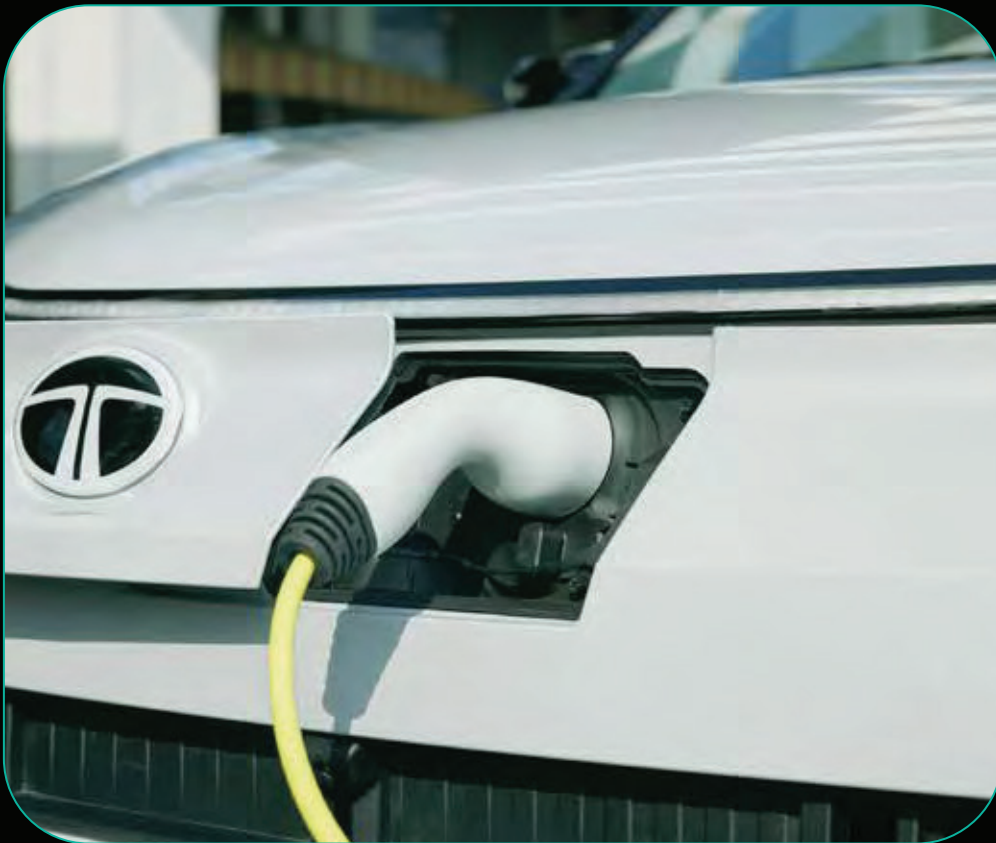
electric ORVM with  
— auto fold

Add style and function with mirrors that automatically fold.

front LED fog lamps with  
— cornering function

Navigate with confidence using advanced Front LED Fog Lamps with cornering function.





electric front  
— charging lid

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Power up in style.

shark — fin  
antenna

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Amp up style and  
functionality with the  
smart Shark Fin Antenna.



R16 diamond  
— cut alloys

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Roll in style beyond  
everyday with R16  
Alloy Wheels.





## — interior



### digital — dashboard

Premium experience with multi layered dashboard and phygital touch-points.



### smart digital — steering wheel

Elevate the in-cabin experience with Digital Steering Wheel with illuminated logo at the centre.



jeweled —  
control knob

Add a touch of finesse to every shift with the stylish Jewel Control Knob.

phygital —  
control panel

Physical and digital controls integrated for an ergonomic and aesthetic appeal.



steering —  
mounted controls

For a focused driving experience.







## mood — lights

Go beyond just playing music. Set your mood and sync seamlessly with the rhythm of your favourite track.

## illuminated cooled — glove box

Keep things cool while you're on the go.



## auto — dimming IRVM

Say no to distracting flashes.



# beyond — safety



Introducing Punch.ev, your reliable companion ensuring safety as you venture beyond everyday. Because with Punch.ev, safety is your constant travel mate on the road less ordinary.







## 360° surround view — camera system

Park easy with eyes all around. The 360° Surround View Camera System gives you a perspective beyond everyday .

## blind spot — view monitor

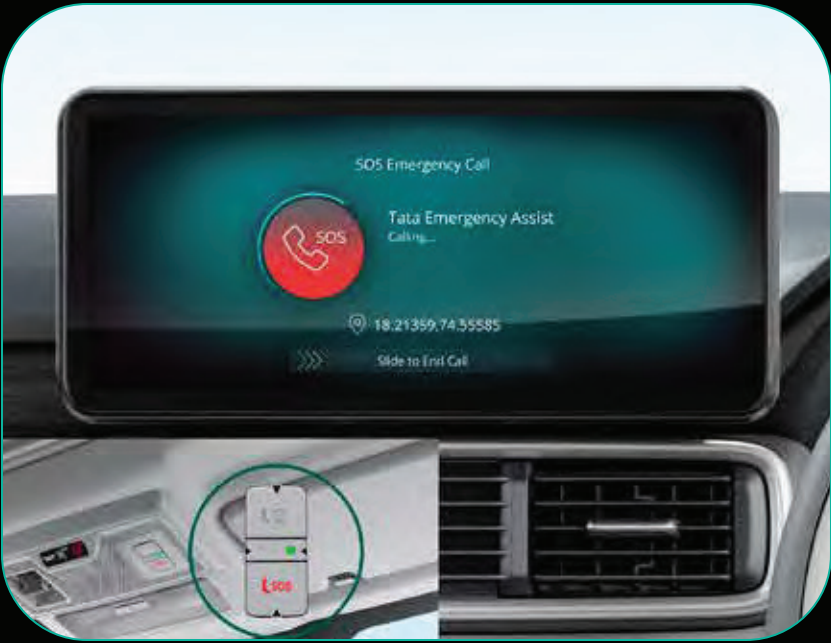
Boost up your visibility and go beyond.



## EPB with — auto hold

Simply enhance safety and convenience on your busy city drives.





## SOS calling — function ###

A feature we hope you'd never have to use.

## 6 — airbags

Stay protected with the safety cocoon of 6 Airbags as standard.



## hill — descent control

Navigate downhill confidently with Hill Descent Control.

## hill — hold control

Conquer uphill terrains effortlessly with Hill Hold Control.





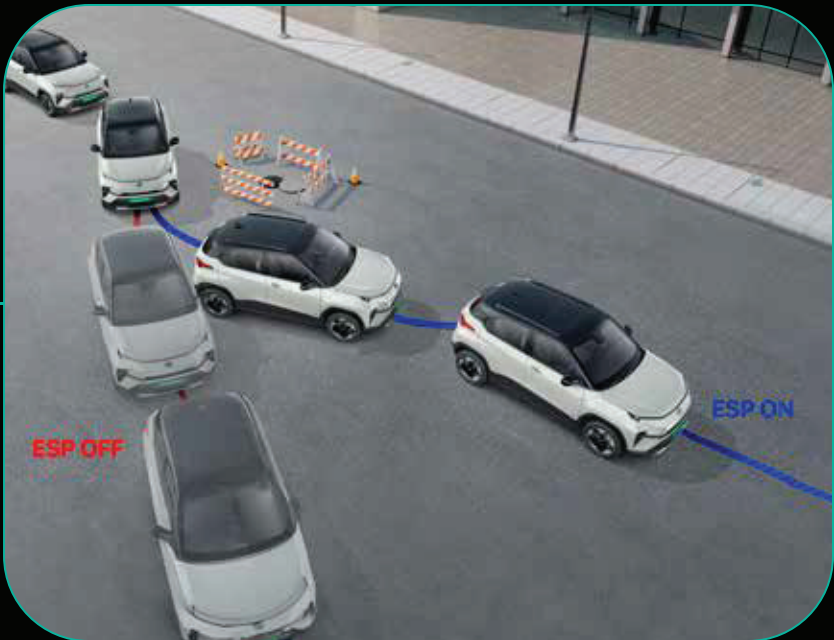


## all 4 disc — brakes

Enhance braking efficiency for more control.

## ESP —

Drive confidently with Electronic Stability Program (ESP) that comes standard in Punch.ev.



## ISOFIX —

Secure ISOFIX anchorage for added child safety.

## puncture — repair kit

User friendly compact Puncture Repair Kit for added convenience.





# beyond — comfort



Immerse yourself in the effortless comfort of Punch.ev. Because every journey deserves that touch of ease, and with Punch.ev, we've made it your everyday comfort while you go beyond.







## air purifier with — AQI display

Thanks to the Air Purifier you can now make sure you breathe clean and fresh air.



## front ventilated — seats

Comfort takes centre stage with ultra bolstered Ventilated Front Seats.



## USB type C — fast charging port

Power up all your gadgets while on-the-go.

## 90° opening — doors

Walking in and out of your car has never felt easier with 90° Opening Doors.



## voice assisted — electric sunroof

Invite the sun to your journeys by day, and the moon to your escapades at night.

## cruise — control

Enjoy relaxed driving with Cruise Control for journeys that take you beyond.







rain —  
sensing wipers

Eliminate the hassle of unpredictable showers with Rain Sensing Wipers.

rear wiper and  
— auto defogger

Nothing should come in between you and an unhindered driving experience.



4 speakers &  
— 2 tweeters

Immerse yourself in quality sound with a system featuring 4 Speakers and 2 Tweeters.

366 litre —  
boot space

For all your belongings and beyond. We've got room for all of it!





# beyond — technology



Discover the groundbreaking tech that powers Punch.ev and redefines the limits of innovation. Because for us, it's not just about pushing boundaries; it's about enhancing your journey with thoughtful advancements.







## Arcade.ev — app suite \*

Arcade.ev will definitely spice up the entertainment factor in your already great in-car experience.



## 26.03 cm digital — cockpit

The intuitive Digital Cockpit, with multi-dial view.

\* Features not available in Nepal.

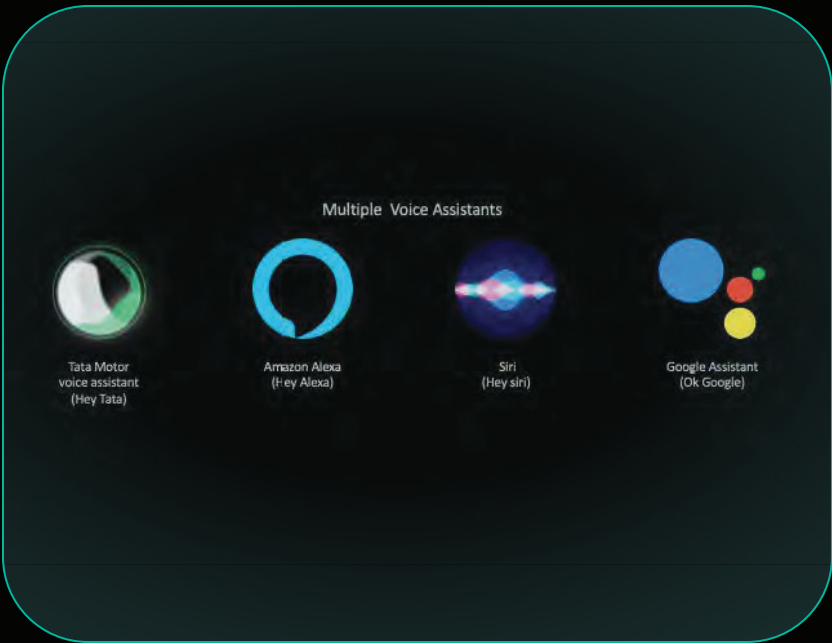


## 26.03 cm HD infotainment — by HARMAN

Enjoy an immersive experience with the 26.03 cm HD Infotainment System by HARMAN.

## wireless Android Auto™ & — Apple CarPlay™

Stay connected wirelessly with Android Auto™ and Apple CarPlay™.



## multiple — voice assistants ("Hey Tata", Alexa, Siri, Google Assistant)

Interact seamlessly with Multiple Voice Assistants.

## wireless — smartphone charger

Don't get tangled up in wires. Power up your devices with the Wireless Smartphone Charger.





# beyond— performance



Unleash the dynamic performance that resides within the heart of Punch.ev, where power and efficiency converge to transcend the ordinary driving experience.







## paddle shifters for multi — mode regen

Enjoy single pedal like drive while adding range to your journey.



## multi drive modes — eco, city & sport

Match your drive with your mood. Eco, City, or Sport, choose as you like.



## acti.ev — architecture

Unparalleled efficiency powered by the cutting-edge acti.ev Architecture.



## liquid cooled — IP67 battery pack

Long lasting battery, suited for Indian conditions.

## power — electronics

Smart algorithms to control vehicle electronics.



## motor — type

Enjoy the efficiency of a Permanent Magnet Synchronous Motor.

## power —

Experience the thrill of 90 kW power, delivering a performance beyond everyday.

## instant — torque

Feel the electrifying rush of 190 Nm of instant torque and accelerate beyond everyday.

# beyond — power



Your journey with Punch.ev, is empowered with user-friendly charging capabilities. It ensures your charging experience is beyond the usual, but as seamless as plugging in your everyday devices.





- **DC — fast charger**

Charge quickly. SOC 10% - 80% in 56<sup>▲</sup> minutes.

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- **7.2 kW AC home — wall box charger**

Charge conveniently at home. SOC 10%-100% in 5<sup>▲</sup> hours.

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- **AC home — wall box charger**

Charge efficiently. SOC 10%-100% in 13.5<sup>▲</sup> hours.

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- **15A portable — charger**

Charge anywhere from a 15A socket. SOC 10%-100% in 13.5<sup>▲</sup> hours.

Punch.ev - technical specifications and features		
	Punch.ev	Punch.ev LR
electric drivetrain		
Motor (Type)	Permanent Magnet Synchronous Motor	
Electric Motor Power (kW)	48	90
Electric Motor Torque (Nm)	114	190
Multi Drive Modes	City & Sport Mode	Eco, City & Sport Mode
Battery Pack (kWh)	25	35
Thermal Management System	Liquid Cooled System	
Ingress Protection for Motor & Battery Pack	IP67	
Acceleration (0-100 km/h in sec)	13.5^	9.5^
Emission	Zero Tailpipe Emission	
smart drive features		
Smart Regenerative Braking	Multi-Mode Regenerative Braking   4 Levels (Level 0 - 1 - 2 - 3) 0 - No Regen   3 - Max Regen	
Paddle Shifters to Control Regen Modes	✓	
Customizable Single Pedal Drive	✓	
dimensions		
Length x Width x Height (mm)	3857 × 1742 × 1633	
Wheelbase (mm)	2445	
Unladen Ground Clearance (mm)	190	
Boot space (Litre)	366	
steering		
Steering	Electrically Power Assisted	
Turning Circle Radius (m)	<5	
brakes		
Front, Rear	Front - Disc, Rear - Drum	All - Disc
suspension		
Front Suspension	Independent, Lower Wishbone, McPherson Strut with Coil Spring	
Rear Suspension	Semi-independent Twist Beam With Coil Spring And Shock Absorber	
wheels & tyres		
Size	195/60 R16	
Low Rolling Resistance Tires	✓	✓
charging		
Charging Standard	CCS2	
Portable Charging Cable	Yes	
Charging Options	Home, 3.3 kW AC Wall Box, 7.2 kW AC Wall Box, DC Fast Charger	
Charger Type Included	3.3 kW AC Wall Box	
Estimated Regular Charging Time (SOC 10% to 100% from any 15A plug point)	~ 9.4^ hr	~ 13.5^ hr
Estimated AC Fast Charging Time (SOC 10% to 100% from 7.2 kW AC Fast Charger)	~ 3.6^ hr	~ 5^ hr
Estimated DC Fast Charging Time (SOC 10% to 80% from 50 kW DC Fast Charger)	~ 56^ mins	~ 56^ mins
warranty		
Battery Pack and Motor Warranty	8 Year or 1,60,000 km (whichever is earlier)	
Vehicle Warranty	3 Year or 1,25,000 km (whichever is earlier)	
driving range		
Certified Full Charge Range (as per MIDC Cycle) (km)	288#	365#
Real world range (km)	190-210**	270-290**
safety		
BNCAP Rating	★★★★★	



# multiple colour choices — to pick from

**empowered**

oxide  
(dual tone)



**seaweed green**

(dual tone)



**daytona grey**

(dual tone)



**fearless red**

(dual tone)



**pristine white**

(dual tone)

Persona		
Features	Empowered LR	Empowered +S LR
Exterior		
Smart Digital DRLs	Yes	Yes
LED Projector Headlamps	Yes	Yes
Sequential Front Side Indicators	Yes	Yes
Welcome & Goodbye Sequence	Yes	Yes
Electric Adjustable ORVM	Yes	Yes
Front LED Fog Lamps with Cornering Function	Yes	Yes
Follow Me Home Headlights	Yes	Yes
Dual Tone Roof	Yes	Yes
Smart Charging Indicator	Yes	Yes
Roof Rails	Yes	Yes
Shark Fin Antenna	Yes	Yes
R16 Diamond Cut Alloys	Yes	Yes
Interior		
Mood Lights	No	Yes
Phygital Control Panel	Yes	Yes
Smart Digital Steering Wheel	Yes	Yes
Jeweled Control Knob	Yes	Yes
Leatherette Wrapped Steering Wheel	Yes	Yes
Leatherette Seats	No	Yes
Comfort		
Voice Assisted Electric Sunroof	No	Yes
Front Ventilated Seats	No	Yes
Wireless Smartphone Charger	No	Yes
Air Purifier with AQI Display	Yes	Yes
Paddle Shifters for Multi-mode Regen	Yes	Yes
Fully Automatic Temperature Control	Yes	Yes
Cruise Control	Yes	Yes
Push Button Start/Stop (PEPS)	Yes	Yes
Rear Wiper and Auto Defogger	Yes	Yes
Illuminated Cooled Glovebox	Yes	Yes
Electric Tailgate Release	Yes	Yes
Steering Mounted Controls	Yes	Yes
Height Adjustable Driver Seat	Yes	Yes
All 4 Power Window	Yes	Yes
Auto Headlamps	Yes	Yes
Rain Sensing Wipers	Yes	Yes
Electric ORVM with Auto Fold	Yes	Yes
Auto Dimming IRVM	Yes	Yes
Front Armrest	Yes	Yes
Rear Armrest	Yes	Yes
USB Type C Fast Charging Port	Yes	Yes
Infotainment		
26.03 cm HD Infotainment by HARMAN	Yes	Yes
26.03 cm Digital Cockpit	Yes	Yes
4 Speakers + 2 Tweeters	Yes	Yes
Wireless Android Auto™ and Apple CarPlay™	Yes	Yes
Navigation in Cockpit - Driver View Maps	No	Yes
Multiple Voice Assistants ("Hey Tata", Alexa, Siri, Google Assistant)	No	Yes
Safety		
6 Airbags	Yes	Yes
360° Surround View Camera System	No	Yes
Blind Spot View Monitor	No	Yes
Camera Based Reverse Park Assist	Yes	Yes
Electronic Parking Brake with Auto Hold	Yes	Yes
Hill Hold Control	Yes	Yes
Hill Descent Control	Yes	Yes
Hill Hold Assist	Yes	Yes
Electronic Stability Program	Yes	Yes
ABS with EBD	Yes	Yes
ISOFIX	Yes	Yes
iTPMS	Yes	Yes
Rear Parking Sensor	Yes	Yes
Impact Sensing Auto Door Unlock	Yes	Yes



Images and illustrations are indicative and for information purpose only. All features/specifications are not available in all variants and may vary for different variants. Features/specifications are subject to change without prior information. Please consult an authorized Tata Motors dealer for the latest information on features/specifications before deciding to place an order. Colours may not match actual colours due to printing limitations. <sup>▲</sup>Under test ambient conditions. <sup>\*</sup>As per internal testing data, under test ambient temperature conditions. <sup>\*</sup>As per ARAI (MIDC cycle P1+P2 - under standard testing conditions), actual performance figures may vary depending on various conditions including driving pattern, etc. <sup>\*\*</sup>As per In market testing done in Nepal, actual performance figures may vary depending on various conditions including driving pattern, etc. <sup>##</sup>Customers will be able to utilize ZConnect services for one year from the date of activation. Post completion of one year, customers can subscribe ZConnect by paying subscription fees. <sup>^^</sup>Smart watch is not part of vehicle accessories. <sup>####</sup>Available in select cities. <sup>~</sup>Linked with active ZConnect login. <sup>1</sup>Offered as dealer fitment on select persona only. Terms and conditions apply.