

DESIGN

Shaped to Stun



- » DIFFERENTIATED COUPÉ LIKE DESIGN
- » FLUSH DOOR HANDLES
- » R18 ALLOY WHEELS WITH AERO INSERTS
- » VOICE ASSISTED PANORAMIC SUNROOF WITH MOOD LIGHTING
- » SPACIOUS BOOT & FRUNK

INNOVATION

Shaped For Innovative Technology



- » ARCADE.ev APP SUITE
- » 31.24 CM (12.3") CINEMATIC TOUCHSCREEN BY HARMAN™
- » MULTIPLE VOICE ASSISTANTS
- » POWERED TAILGATE WITH GESTURE ACTIVATION
- » VEHICLE TO VEHICLE (V2V) CHARGING & VEHICLE TO LOAD (V2L)

TECHNOLOGY

Shaped for the Premium



- » ADVANCED COMFORT SEATS WITH VENTILATION
- » 6-WAY POWER ADJUSTABLE DRIVER SEAT
- » 6-WAY ADJUSTABLE CO-DRIVER SEAT
- » 2 POSITION REAR SEAT RECLINE
- » GRAND CENTRE CONSOLE

SAFETY

Shaped For Absolute Safety



- » **ADVANCED DRIVER ASSISTANCE - LEVEL II***
- » **ADVANCED ESP WITH DRIVER DOZE-OFF ALERT**
- » **6 AIRBAGS**
- » **ALL WHEEL DISC BRAKES**
- » **ADVANCED VEHICLE ALERT SYSTEM (AVAS)**

INNOVATION

Shaped for Performance



- » **POWERFUL ACCELERATION**
- » **HIGH POWER OUTPUT**
- » **INSTANT TORQUE**
- » **LONG DRIVING RANGE**
- » **PADDLE SHIFTERS FOR MULTI-MODE REGENERATIVE BRAKING**

CURVV.EV TALKING POINTS

1

The TATA Curvv.ev is a robust SUV coupé that combines the sporty elegance of a coupé with the space and practicality of an SUV. It is based on the pure EV architecture "Acti.ev" and offers premium features, Absolute safety with segment highest range in single charge with a large battery pack

2

It offers premium features like LED Projector Headlamps, Welcome and Goodbye Signature Sequence, End to End DRLs, Sequential Indicators, R18 Alloy Wheels with Aero Design. With Squared Wheel Arches and Piano Black Cladding the Curvv.ev radiates true SUV character

3

Shaped for comfort with Advanced Ultra-Comfort Seats with Ventilated Front Seats, A Six-way Power Adjustable Driver Seat, Multi-Mood Ambient Lighting and a Large Panoramic Sunroof with Mood Lighting. Additionally, the Segment-First Powered Tailgate with Gesture Activation Enhances the Premium Experience offered by the Curvv.ev

4

The Curvv.ev offers Premium Persona based Leatherette Interiors with Leather Wrapped 4 Spoke Steering, Multi Drive Modes and Paddle Shifters for Multi-Mode Regen

5

Highest Boot Space in the Segment. Versatile with 60:40 Split Seats, and Frunk

6

At TATA, Safety is our Utmost Priority. The Curvv.ev is based on a BNCAP 5-Star rated platform. Additionally, the TATA Curvv.ev comes Equipped with 6 Airbags, ESP, EPB with Auto-Hold as Standard. This is enhanced by Level 2 ADAS featuring lane keeping Assist, Adaptive Cruise Control, Automatic Emergency Braking and 360-Degree Camera System with Blind Spot View to name a few

7

The Curvv.ev is Shaped for Technology. Information at the tip of your fingers with 10.25" Digital Instrument Cluster with Embedded Maps

8

Enhance your Cinematic Journey with the 12.3" Cinematic Touchscreen Infotainment by Harman, Seamlessly Connecting to Android Auto (AA) and Apple CarPlay (ACP) Wirelessly. Immerse yourself in a Theatrical Sound Experience with the JBL Sound System Featuring 9 Speakers, including a Sub Woofer

9

Enjoy OTT Content and other Productivity Apps through Arcade.ev app Suite with 20+ Applications

10

With Curvv.ev, Enjoy the Convenience of Vehicle-to-Vehicle (V2V) and Vehicle-to-Load (V2L) Technology as standard. Share charge with V2V, while V2L Transforms your vehicle into a Mobile Power Source to Power Appliances for an Exciting and Convenient Outdoor Adventure

CURVV.EV TEST DRIVE TALK POINTERS

START OF TEST DRIVE

- 1 The TATA Curvv.ev is a robust SUV coupé that combines the sporty elegance of a coupé with the space and practicality of an SUV. It is based on the pure EV architecture "Acti.ev"
- 2 It offers segment highest range in single charge with a large battery pack
- 3 It has LED projector headlamps, welcome and goodbye signature sequence, end to end DRLs, sequential indicators, R18 alloy wheels with aero design, squared wheel arches and piano black cladding

DURING OF TEST DRIVE

- 1 **Premium Features :** Advanced Ultra-comfort seats with ventilated front seats, a six-way power adjustable driver seat, multi-mood ambient lighting and a large panoramic sunroof with mood lighting, the segment-first powered tailgate with gesture activation
- 2 **Technology :** 12.3" Cinematic Touchscreen Infotainment by Harman with JBL sound system featuring 9 speakers, including a sub woofer. Arcade.ev app suite with 20+ apps and 10.25" digital instrument cluster with embedded maps
- 3 **Safety :** The Curvv.ev is based on a BNCAP 5 Star rated platform. Additionally, it has 6 airbags, ESP, EPB with Auto-hold as standard. This is enhanced by Level 2 ADAS featuring lane keeping assist, adaptive cruise control, automatic emergency braking and 360-degree camera system with Blind spot view to name a few

END OF TEST DRIVE

- 1 It comes with Vehicle-to-Vehicle (V2V) and Vehicle-to-Load (V2L) technology as standard. V2V can be used to charge other car, while V2L acts as a mobile power source to power appliances for an exciting and convenient outdoor adventure
- 2 It comes with the 7.2kW charger as standard

COMPETITION COMPARISON

30+

FEATURES MORE OVER
Mahindra XUV400 EL Pro



Features

Curvv.ev

Mahindra XUV400 EL Pro

Exterior

Connected LED Headlamps with Welcome & Good Bye Function, Charging Animation



Connected LED Tail lamps with Welcome & Good Bye Function



Sequential LED Indicators



LED Projector Head Lamp



R18 alloy wheels with Aero Inserts



Flush door handles



Electric Front Charging Lid



Interior

Ambient Lighting (Cockpit Midpad, Dashboard, Door map pocket, Sunroof)



Smart digital steering wheel



Voice assisted Panoramic Sunroof with Mood lighting



Technology

31.24 cm (12.3") Cinematic Touchscreen by HARMAN™



Multi dial Full View Navigation



Arcade.ev app suite



4 Speakers + 4 Tweeters + 1 Amplifier with JBL Audio Works-Enhanced



4 + 2

Comfort & Convenience

Phygital Control Panel



6-Way Power adjustable driver seat



2 Position rear seat recline



Advanced Comfort Seats with Ventilation



Front & Rear Fast Charge C Type 45W



C Type (2 front)

Paddle Shifters for multi-mode regenerative braking



V2L, V2V Capability



Powered Tailgate with Gesture Activation



Air Purifier with AQI Display



Cooled & Illuminated Glove-box





Features	Curvv.ev	Mahindra XUV400 EL Pro
Safety		
Direct TPMS	✓	✗
Advanced Vehicle Alert System (AVAS)	✓	✗
ADAS		
L2 ADAS	✓	✗
Adaptive Cruise Control with Stop & Go (ACC)	✓	✗
Lane Departure Warning and Prevention (LDP)	✓	✗
Lane Keep Assist (LKA)	✓	✗
Lane Following Assist	✓	✗
Forward Collision Warning (FCW)	✓	✗
Automatic Emergency Braking (AEB)	✓	✗
High Beam Assist (HBA)	✓	✗
Traffic Sign Recognition (TSR)	✓	✗
Rear Cross Traffic Alert (RCTA)	✓	✗
Blind Spot Detection (BSD) - Radar based	✓	✗
Blind Spot View Monitor (BSM) - Camera based	✓	✗
360 Degree 3D Surround View Camera System	✓	✗
Door Open Alert on ORVM	✓	✗
Rear Collision Warning (RCW)	✓	✗

COMPETITION COMPARISON

25+

FEATURES MORE OVER
MG ZS Essence



Features	Curvv.ev	MG ZS Essence
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function, Charging Animation	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
Sequential LED Indicators	✓	✗
LED Front fog lamps with Cornering	✓	✗
R18 alloy wheels with Aero Inserts	✓	✗
Flush Door Handles	✓	✗
Electric Front Charging Lid	✓	✗
Interior		
Ambient Lighting (Cockpit Midpad, Dashboard, Door map pocket, Sunroof)	✓	✗
Smart Digital Shifter	✓	✗
Smart digital steering wheel	✓	✗
Technology		
26.03 cm (10.25") Digital Cockpit	✓	7"
31.24 cm (12.3") Cinematic Touchscreen by HARMAN™	✓	10.1"
Multi dial Full View Navigation	✓	✗
Arcade.ev app suite	✓	✗
4 Speakers + 4 Tweeters + 1 Amplifier with JBL Audio Works-Enhanced	✓	4 + 2
Comfort & Convenience		
Phyigital Control Panel	✓	✗
2 Position rear seat recline	✓	✗
Advanced Comfort Seats with Ventilation	✓	✗
Front & Rear Fast Charge C Type 45W	✓	2 C Type ports
Paddle Shifters for multi-mode regenerative braking	✓	3 level without paddle shifter
V2L, V2V Capability	✓	✗
Powered Tailgate with Gesture Activation	✓	✗
Air Purifier with AQI Display	✓	Without AQI Display
Cooled & Illuminated Glove-box	✓	✗



Features	Curvv.ev	MG ZS Essence
Safety		
SOS Call Function	✓	✗
Front Parking Sensor	✓	✗
ESP based Driver Doze Off Alert	✓	✗
ADAS		
Lane Following Assist	✓	✗
Blind Spot View Monitor (BSM) - Camera based	✓	✗
Door Open Alert on ORVM	✓	✗
Rear Collision Warning (RCW)	✓	✗

COMPETITION COMPARISON

25+

FEATURES MORE OVER
BYD Atto 3



Features	Curvv.ev	BYD Atto 3
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function, Charging Animation	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
Sequential LED Indicators	✓	✗
LED Front fog lamps with Cornering	✓	✗
Flush Door Handles	✓	✗
Electric Front Charging Lid	✓	✗
Interior		
Leatherette Seat + Steering Upholstery	✓	✗
Smart digital steering wheel	✓	✗
Technology		
26.03 cm (10.25") Digital Cockpit	✓	5"
31.24 cm (12.3") Cinematic Touchscreen by HARMAN™	✓	12.8" rotating
Multi dial Full View Navigation	✓	✗
Wireless Android Auto and Apple Carplay	✓	✗
Arcade.ev app suite	✓	✗
4 Speakers + 4 Tweeters + 1 Amplifier with JBL Audio Works-Enhanced	✓	4 + 4
Comfort & Convenience		
Rear AC Vents	✓	✗
Phygital Control Panel	✓	✗
2 Position rear seat recline	✓	✗
Advanced Comfort Seats with Ventilation	✓	✗
Front & Rear Fast Charge C Type 45W	✓	✗
Paddle Shifters for multi-mode regenerative braking	✓	2 level without paddle shifter
V2L, V2V Capability	✓	V2L
Powered Tailgate with Gesture Activation	✓	✗
Air Purifier with AQI Display	✓	Without AQI Display
Cooled & Illuminated Glove-box	✓	✗



Features	Curvv.ev	BYD Atto 3
Safety		
SOS Call Function	✓	✗
Front Parking Sensor	✓	✗
Hill Ascent Control, Hill Descent Control	✓	HDC
EPB with auto hold	✓	EPB
ESP based Driver Doze Off Alert	✓	✗
Advanced Vehicle Alert System (AVAS)	✓	✗
6 Airbags	✓	7
ADAS		
Lane Following Assist	✓	✗
High Beam Assist (HBA)	✓	✗
Traffic Sign Recognition (TSR)	✓	✗
Blind Spot View Monitor (BSM) - Camera based	✓	✗

COMPETITION COMPARISON

10+

FEATURES MORE OVER
Mahindra XUV400 EL Pro



Features	Curvv.ev	Hyundai Creta
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function, Charging Animation	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
LED Front fog lamps with Cornering	✓	✗
R18 alloy wheels with Aero Inserts	✓	✗
Flush Door Handles	✓	✗
Electric Front Charging Lid	✓	-
Interior		
Smart digital steering wheel	✓	✗
Technology		
31.24 cm (12.3") Cinematic Touchscreen by HARMAN™	✓	10.25"
Multi dial Full View Navigation	✓	✗
Wireless Android Auto and Apple Carplay	✓	✗
Arcade.ev app suite	✓	✗
Comfort & Convenience		
Phygital Control Panel	✓	✗
Front & Rear Fast Charge C Type 45W	✓	3 C type ports
Paddle Shifters for multi-mode regenerative braking	✓	Paddle shifters
V2L, V2V Capability	✓	-
Powered Tailgate with Gesture Activation	✓	✗
Cooled & Illuminated Glove-box	✓	Cooled
Safety		
Hill Ascent Control, Hill Descent Control	✓	Hill start Assist control
ESP based Driver Doze Off Alert	✓	✗
Advanced Vehicle Alert System (AVAS)	✓	✗
ADAS		
Traffic Sign Recognition (TSR)	✓	✗
Door Open Alert on ORVM	✓	✗

COMPETITION COMPARISON

8+

FEATURES MORE OVER
Mahindra XUV400 EL Pro



Features	Curvv.ev	Kia Seltos
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function, Charging Animation	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
Flush Door Handles	✓	✗
Electric Front Charging Lid	✓	-
Interior		
Smart digital steering wheel	✓	✗
Technology		
31.24 cm (12.3") Cinematic Touchscreen by HARMAN™	✓	10.25"
Multi dial Full View Navigation	✓	✗
Wireless Android Auto and Apple Carplay	✓	✗
Arcade.ev app suite	✓	✗
4 Speakers + 4 Tweeters + 1 Amplifier with JBL Audio Works-Enhanced	✓	8 speakers
Comfort & Convenience		
Phyigital Control Panel	✓	✗
Front & Rear Fast Charge C Type 45W	✓	3 C type ports
Paddle Shifters for multi-mode regenerative braking	✓	Paddle shifters
V2L, V2V Capability	✓	-
Powered Tailgate with Gesture Activation	✓	✗
Cooled & Illuminated Glove-box	✓	✗
Safety		
SOS Call Function	✓	✗
Hill Ascent Control, Hill Descent Control	✓	Hill Assist control
ESP based Driver Doze Off Alert	✓	✗
Advanced Vehicle Alert System (AVAS)	✓	✗
ADAS		
Traffic Sign Recognition (TSR)	✓	✗
Door Open Alert on ORVM	✓	✗

COMPETITION COMPARISON

30+

FEATURES MORE OVER
Mahindra XUV400 EL Pro



Features	Curvv.ev	Toyota Hyryder (Strong Hybrid)
Exterior		
Connected LED Headlamps with Welcome & Good Bye Function, Charging Animation	✓	✗
Connected LED Tail lamps with Welcome & Good Bye Function	✓	✗
Sequential LED Indicators	✓	✗
LED Front fog lamps with Cornering	✓	✗
R18 alloy wheels with Aero Inserts	✓	✗
Flush Door Handles	✓	✗
Electric Front Charging Lid	✓	-
Interior		
Ambient Lighting (Cockpit Midpad, Dashboard, Door map pocket, Sunroof)	✓	Door Spot + IP line
Smart digital steering wheel	✓	✗
Technology		
26.03 cm (10.25") Digital Cockpit	✓	7"
31.24 cm (12.3") Cinematic Touchscreen by HARMAN™	✓	9"
Multi dial Full View Navigation	✓	✗
Wireless Android Auto and Apple Carplay	✓	✗
Arcade.ev app suite	✓	✗
4 Speakers + 4 Tweeters + 1 Amplifier with JBL Audio Works-Enhanced	✓	4+2
Comfort & Convenience		
Phygital Control Panel	✓	✗
6-Way Power adjustable driver seat	✓	✗
Paddle Shifters for multi-mode regenerative braking	✓	Paddle shifters
V2L, V2V Capability	✓	-
Powered Tailgate with Gesture Activation	✓	✗
Air Purifier with AQI Display	✓	Without AQI Display
Cooled & Illuminated Glove-box	✓	Illuminated



Features	Curvv.ev	Toyota Hyryder (Strong Hybrid)
Safety		
SOS Call Function	✓	✗
Front Parking Sensor	✓	✗
EPB with auto hold	✓	✗
ESP based Driver Doze Off Alert	✓	✗
Advanced Vehicle Alert System (AVAS)	✓	✗
ADAS		
L2 ADAS	✓	✗
Adaptive Cruise Control with Stop & Go (ACC)	✓	✗
Lane Departure Warning and Prevention (LDP)	✓	✗
Lane Keep Assist (LKA)	✓	✗
Lane Following Assist	✓	✗
Forward Collision Warning (FCW)	✓	✗
Automatic Emergency Braking (AEB)	✓	✗
High Beam Assist (HBA)	✓	✗
Traffic Sign Recognition (TSR)	✓	✗
Rear Cross Traffic Alert (RCTA)	✓	✗
Blind Spot Detection (BSD) - Radar based	✓	✗
Blind Spot View Monitor (BSM) - Camera based	✓	✗
Door Open Alert on ORVM	✓	✗
Rear Collision Warning (RCW)	✓	✗