

HEXA

Competition Comparison



**CONFIDENTIAL: TATA MOTORS
FOR INTERNAL CIRCULATION ONLY**

Competition Comparison



Toyota Innova Crysta



Tata Hexa



Mahindra XUV500



Competition Comparison: Technical Specification

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Parameter	Tata Hexa VARICOR 400	Toyota Innova Crysta GD diesel		Mahindra XUV500 mHAWK ¹⁴⁰
Engine capacity (cc)	2179	2755	2395	2179
Max. Power (Ps @ rpm)	156 @ 4000	174 @ 3400	150 @ 3400	140 @ 3750
Max. Torque (Nm @ rpm)	400 @ 1700-2700	360 @ 1200-3400	343 @ 1400-2800	330 @ 1600-2800
Transmission	6-Speed AT / 6-Speed MT	6-Speed AT	5-Speed MT	6-Speed AT / 6-Speed MT
Overall length (mm)	4788	4735		4585
Overall width (mm)	1903	1830		1890
Overall height (mm)	1791	1795		1785
Wheelbase (mm)	2850	2750		2700
Tyre size	235/55 R19	215/55 R17		235/65 R17

- **19% more torque** than XUV500 & *15.3% more torque compared to Innova - Highest torque in the segment for thrilling drive experience
- **Largest wheels** in the segment – adds to the aesthetic appeal of the Hexa
- **Large dimensions** give the Hexa a dominating road presence and large interior space

*Innova 2395cc compared

Hexa – Variant Build-up

Exterior						
	XE	XM	XT	XMA	XTA	XT 4x4
Dual Colored Bumpers	☑	☑	☑	☑	☑	☑
Muscular Body claddings	☑	☑	☑	☑	☑	☑
Tata Signature Front Grille with Chrome Humanity line	Platinum Silver	☑	☑	☑	☑	☑
Black-out Door frame	☑	☑	☑	☑	☑	☑
Floating Roof	☑	☑	☑	☑	☑	☑
Integrated Rear Spoiler	☑	☑	☑☑	☑	☑	☑
Front & Rear Bumper Skid plates	Grey	Brilliant Silver	Brilliant Silver	Brilliant Silver	Brilliant Silver	Brilliant Silver
Chrome plated Twin Exhausts	☑☑	☑	☑☑	☑☑	☑☑	☑☑
Body Colored ORVMs	X	☑	☑☑	☑	☑	☑
Body Colored Outer Door Handles	X	☑	Chrome Insert	☑	Chrome Insert	Chrome Insert
Tailgate Applique	Ebony Black	Piano Black	Chrome	Piano Black	Chrome	Chrome
Rear Luggage Step Plate	Ebony Black	Ebony Black	Chrome	Ebony Black	Chrome	Chrome
Roof rails	X	X	☑	X	☑☑	☑☑
19" Machined-cut Alloy Wheels	X	X	☑	X	☑	☑
Front fog lamps	X	X	☑	X	☑☑	☑☑
Rear Fog lamps	☑	☑	☑	☑	☑	☑
Smoked Projector Headlamps	☑	☑	☑	☑	☑☑	☑☑
Daytime Running Lights (DRL)	X	X	☑	X	☑	☑
Wraparound LED Tail Lamps	☑	☑	☑	☑	☑	☑

Hexa – Variant Build-up

Interior						
	XE	XM	XT	XMA	XTA	XT 4x4
Premium Sporty Black Interiors	☑	•☑	•☑	•☑	•	•☑
Seat Upholstery	Full Fabric	Full Fabric	Premium Benecke-Kaliko™ Leather-feel upholstery	Full Fabric	Premium Benecke-Kaliko™ Leather-feel upholstery	Premium Benecke-Kaliko™ Leather-feel upholstery
Leather wrapped Steering Wheel	X	X	☑	X	☑	•☑
Door Trim inserts	X	X	Premium Benecke-Kaliko™ Leather-feel inserts	X	Premium Benecke-Kaliko™ Leather-feel inserts	Premium Benecke-Kaliko™ Leather-feel inserts
Soft-Touch Dashboard with HEXA branding	☑	☑	☑	☑	☑	☑
Metallic Scuff plates with HEXA branding	☑	☑	☑	☑	☑	☑
Gear Shift knob with Chrome inserts	X	☑	☑	☑	☑	☑
Chrome Inner Door Handles	☑	☑	☑	☑	☑	☑
Illuminated Ring around Ignition Key slot	☑	☑	☑	☑	☑	☑
Front & Rear Cabin lamp with 2 spotlights	☑	☑	☑	☑	☑	☑
Interior Lamps with theatre dimming	☑	☑	☑	☑	☑	☑

Hexa – Variant Build-up

Infotainment						
	XE	XM	XT	XMA	XTA	XT 4x4
ConnectNext Infotainment system by Harman™	☑	X	X	X	X	X
ConnectNext Touchscreen Infotainment system by Harman™	X	☑	☑	☑	☑	☑
AM/FM, USB, AUX IN, IPOD connectivity	☑	☑	☑	☑	☑	☑
Bluetooth connectivity	☑	☑	☑	☑	☑	☑
Speaker System	6 Speaker system (4 speakers + 2 tweeters)	8 Speaker system (4 speakers + 4 tweeters)	10 Speaker JBL™ system (5 speakers + 4 tweeters + 1 subwoofer)	8 Speaker system (4 speakers + 4 tweeters)	10 Speaker JBL™ system (5 speakers + 4 tweeters + 1 subwoofer)	10 Speaker JBL™ system (5 speakers + 4 tweeters + 1 subwoofer)
Steering mounted Controls - Audio, Phone, Cruise	Audio, Phone	Audio, Phone	Audio, Phone, Cruise	Audio, Phone	Audio, Phone, Cruise	Audio, Phone, Cruise
Speed Dependent Volume Control	☑	☑	☑	☑	☑	☑
USB / SD card Video Playback & Image Viewer	X	☑	☑	☑	☑	☑
Voice Command Recognition & SMS Read-out	X	☑	☑	☑	☑	☑

Hexa – Variant Build-up

Next-Gen Technology						
	XE	XM	XT	XMA	XTA	XT 4x4
Super Drive Modes	X	Auto, Comfort, Rough Road	Auto, Comfort, Dynamic, Rough Road	X	X	Auto, Comfort, Dynamic, Rough Road
Sports mode with Race Car function	X	X	X	??	??	X
Torque on Demand 4x4	X	X	X	X	X	??
Customizable Multi-Colored Ambient Mood Lighting	X	??	??	??	??	??
Connectnext App#	??	??	??	??	??	??
NAVIMAPS* App (Navigation)	??	??	??	??	??	??
JUKE-CAR App*	??	??	??	??	??	??
TATA SMART REMOTE App*	X	??	??	??	??	??
TATA SMART MANUAL App*	??	??	??	??	??	??

Hexa – Variant Build-up

Instrument Cluster						
	XE	XM	XT	XMA	XTA	XT 4x4
Twin Pod Instrument Panel with chrome ring	X	??	??	??	??	??
Driver Information System (DIS) with Multi-Colored TFT screen	Monochrome Segmented DIS	??	??	??	??	??
Super Drive Modes Display in theme color	X	??	??	X	X	??
Automatic Drive Modes Display in theme color	X	X	X	?	?	X
Average & Instantaneous Fuel Efficiency	??	??	??	??	??	??
Distance to Empty	??	??	??	??	??	??
Average Speed	??	??	??	??	??	??
Outside Temperature	??	??	??	??	??	??
Gear Shift Indicator & Recommender	X	??	??	??	??	??
Illumination adjustment	??	??	??	??	??	??
Service Reminder (Distance/Time)	X	??	??	??	??	??
Door Ajar Warning	??	??	??	??	??	??

Hexa – Variant Build-up

Safety & Security						
	XE	XM	XT	XMA	XTA	XT 4x4
Dual Airbags (Driver + Co-Driver)	??	??	??	??	??	??
Side & Curtain Airbags	X	X	??	X	??	??
Co-Driver Airbag Deactivation & Off Indicator	??	??	??	??	??	??
Electronic Stability Program (ESP) with Roll-over Mitigation	X	X	??	X	X	??
Traction Control System	X	X	??	X	X	??
Hill Hold Control (HHC)	X	X	??	In-built	In-built	??
Hill Descent Control (HDC)	X	X	??	X	X	??
ABS with Electronic Brakeforce Distribution (EBD)	??	??	??	??	??	??
Engine Drag-Torque Control	??	??	??	??	??	??
Corner Stability Control	??	??	??	??	??	??
Hydraulic Brake Assist	X	X	??	X	X	??
Disc Brakes on all wheels	??	??	??	??	??	??
Perimetric Alarm	??	??	??	??	??	??
Child Safety lock on Rear Doors	??	??	??	??	??	??

Hexa – Variant Build-up

Comfort & Convenience (1/2)						
	XE	XM	XT	XMA	XTA	XT 4x4
All Power Windows	??	??	??	??	??	??
All Express-Down Windows	Driver only	Driver only	??	Driver only	??	??
Power Window Operation- 3min after ignition off	??	??	??	??	??	??
Power Steering	??	??	??	??	??	??
Adjustable Tilt Steering	??	??	??	??	??	??
Fully Automatic Temperature Control (FATC) with Dual HVAC	Manual	Manual	??	Manual	??	??
Rear AC vents on floor console	??	??	??	??	??	??
Rear AC vents on pillars (2nd & 3rd row) with Blower speed control	??	??	??	??	??	??
Reverse Parking Sensor	X	??	??	??	??	??
Reverse Parking Camera	X	X	??	X	??	??
Cruise Control	X	X	??	X	??	??
Automatic Headlamps (Light sensing)	X	X	??	X	??	??
Rain Sensing Wipers	X	X	??	X	??	??
Power Adjustable ORVMs	??	??	??	??	??	??
Power Foldable ORVMs	X	X	??	X	??	??

Hexa – Variant Build-up

Comfort & Convenience (2/2)

	XE	XM	XT	XMA	XTA	XT 4x4
ORVM Demister	X	??	??	??	??	??
Remote Central Locking	??	??	??	??	??	??
Remote Tailgate & Fuel lid Opening	??	??	??	??	??	??
8-way adjustable Driver seat	??	??	??	??	??	??
Height Adjustable Seatbelts (Driver + Co-Driver)	??	??	??	??	??	??
Rear Wiper & Wash	X	??	??	??	??	??
Rear Defogger	X	??	??	??	??	??
Seating Capacity	7 seater	7 seater	6 / 7 seater	7 seater	6 seater	6 seater
2nd row seats	7 str - 60:40 fold & tumble	7 str - 60:40 fold & tumble	7 str - 60:40 fold & tumble 6 str - Captain Seats with Armrests	7 str - 60:40 fold & tumble	6 str - Captain Seats with armrests	6 str - Captain Seats with armrests
3rd row seats (50:50 foldable split)	??	??	??	??	??	??
Front Centre Armrest with storage	??	??	??	??	??	??
Rear Centre Armrest with Cup holders (7 seater)	??	??	??	??	X	X
Retractable Window Sunblinds (2nd row)	??	??	??	??	??	??
12V Power Outlets	1st & 2nd row	1st & 2nd row	All 3 rows	1st & 2nd row	All 3 rows	All 3 rows
Follow me home Headlamps	??	??	??	??	??	??
Puddle Lamps on Doors	??	??	??	??	??	??
Cooled & Illuminated Upper Glovebox	??	??	??	??	??	??
Smart USB charging (2nd row)	X	X	??	X	??	??
Sunglass Holder	??	??	??	??	??	??
Bottle holder & Magazine pockets in All Doors	??	??	??	??	??	??
Can holders in 2nd & 3rd row	??	??	??	??	??	??

Hexa vs. Innova Crysta vs. XUV500



Tata Hexa



Toyota Innova Crysta



Mahindra XUV500

Variant-wise comparison

Hexa	Innova Crysta	XUV500
XE	GX	W4
XM	VX	W6/W8
XT	ZX	W10



Competition Comparison: Exterior Design



Parameter	Hexa XT	Innova Crysta ZX	XUV500 W10
Dual colored Front Bumper	Yes (Hexa's dual color is more prominent as compared to XUV500)	No	Yes
Skid plate	Yes	No	Yes
Dual Exhaust	Yes	No	Yes
LED tail lamps	Yes	No	Yes
Chrome boot floor plate	Yes	No	No
Chrome tip exhaust openings	Yes	No	No
Chrome boot lid applique	Yes	No	Yes (Small)
Alloy wheels	19"	17"	17"

- **Stylish & Confident** – Attractive design elements make the stand out from the rest and gives it an unique lifestyle vehicle appeal

Competition Comparison: Interior Design



Parameter	Hexa XT	Innova Crysta ZX	XUV500 W10
Benecke-Kaliko™ on Dashboard	Yes	No	No
Upholstery with Art stitch work	Yes	No	No
Accentuated seat bolsters	Yes	No	Yes
Ambient mood lighting 8 colours	Yes (8 Shades)	Yes (1 Shade)	Yes (1 shade – Icy Blue)

- **Oozing with Luxury** – High quality interiors give the Hexa a luxurious appeal.

Competition Comparison: Technology



Parameter	Hexa XT	Innova Crysta ZX	XUV500 W10
Super Drive Modes	Yes (4-modes: Comfort, Dynamic, Auto, Rough Road)	2 modes – Eco & Power	No
Next-Gen HARMAN Infotainment system	Yes	Touch screen music system	7" touchscreen infotainment system
Speaker	JBL branded 10 Speakers system (5 spkrs + 4 tweeters + Subwoofer)	6 speakers	NA
Smartphone applications	Juke Car App & Tata Smart Remote App, NAVIMAPS	No	Mahindra BLUE SENSE App

- **Intelligent technology** – Hexa is loaded with intelligent technology that keeps you in control ON or OFF the road. Hexa also keeps you entertained with high quality music experience.

Competition Comparison: Comfort & Convenience



Parameter	Hexa XT	Innova Crysta ZX	XUV500 W10
Reverse Parking Assist	Camera with sensors	Camera with sensors	Camera with sensors
Automatic Headlamps	Yes	Yes	Yes
Rain Sensing Wipers	Yes	No	Yes
Remote Operated tail Gate and Fuel Lid	Yes	No	Yes
Rear Defogger & ORVM Demister	Yes	Only rear defogger	Only rear defogger
Smart USB Charger	Yes	No	No
Dual HVAC	Yes	Yes	Yes

- **Utmost comfort and convenience**

Competition Comparison: Safety



Parameter	Hexa XT	Innova Crysta GX	XUV500 W8
Electronic Stability Program (ESP)	Yes	Yes	Yes
Hill Hold Control (HHC)	Yes	Yes	Yes
Hill Descent Control (HDC)	Yes	No	Yes
Corner Stability Control (CSC)	Yes	No	No
Hydraulic Brake Assist (HBA)	Yes	Yes	No

- **A benchmark in safety-** Hexa is loaded with safety features to keep the vehicle in control during tough maneuvers and keep the occupants safe in an event of an unavoidable mishap

Hexa (XM) vs Innova Crysta (VX) vs XUV500 (W8)



Parameter	Tata Hexa XM	Innova Crysta VX	XUV500 W8
Window Chrome liners	Yes	Yes	No
LED Tail Lamps	Yes	No	No
Customisable mood lighting	Yes - 8 Colours	No	Icy Blue lounge
Speakers + Tweeters	4+4	6	4+2
Navi Maps Apps	Level B	No	No
Express windows	All windows	Driver	Driver
Super Drive Modes	Yes - (Auto/Rough Road/Comfort)	ECO	No

- **Capable and Loaded** – The Tata Hexa is the only vehicle when compared to competition to offer super drive modes to take on any terrain

Hexa (XE) vs Innova Crysta (GX) vs XUV500 (W6)



Parameter	Tata Hexa XE	Innova Crysta GX	XUV500 W6
Window Chrome liners	Yes	No	No
Chrome plates exhaust tip	Yes	No	No
Projector headlamps	Yes	No	Yes
LED Tail Lamps	Yes	No	No
Speakers	4	4	4

- **Loaded** – The Tata Hexa is loaded with features to leave the competition behind

Hexa v/s Toyota Innova Crysta



Hexa has 12 unique things which Innova Crysta does not have:

- More Powerful & Torquey Engine
(Hexa: 156PS / 400Nm , Innova Crysta: 150PS / 343Nm)
- First in class 4 Super Drive Modes
- AWD 4x4 function which is necessary for any SUV
- Bigger Alloy Wheels - Hexa has 19" while Innova Crysta has 17"
- Rear Wheel Disc Brakes while Innova Crysta has drum brakes
- Harman Infotainment System with JBL branded 10 Speakers & many smartphone apps
- 6 speed Transmission while Innova Crysta has 5 speed
- New features like Rain Sensing Wipers, Outside Mirror demister, Smart USB charging
- Customizable 8 colored Ambient mood Lighting
- Longer Wheelbase by 100mm for more space in cabin
(Hexa has 2850 while Innova has 2750)
- Rear Sunblinds for protection from outside heat
- Flexible LED tail-lamps add a distinctive & elegant look to the rear of the Hexa

Innova Crysta advantages over Hexa

- Powerful Engine for Automatic variants but less torquey
(Hexa: 156PS / 400Nm , Innova Crysta: 174PS / 360Nm)
- Power adjustable Seats
- Passive entry & Push Start (PEPS)
- Driver Knee Airbag
- Seat Back Table



Hexa v/s Mahindra XUV500



Hexa has 12 unique things which XUV500 does not have:

- Hexa is a Brand new product featuring a more sophisticated and contemporary design as opposed to a 5 year old design of XUV500
- More Powerful & Torquey Engine (Hexa: 156PS/400Nm against XUV500: 140PS/330Nm)
- 4 Super Drive Modes optimize the vehicle performance depending upon the terrain.
- Harman infotainment with 10-JBL Speakers system
- Smartphone Applications for better Connectivity Experience
- Bigger 19" Alloy Wheels compared to 17" of XUV 500
- Customizable 8 colored Ambient mood Lighting
- Rear Sunblinds for protection from outside heat
- Hexa has a longer Wheelbase (+150mm over XUV500) which enables Spacious interiors & Extra legroom for 2nd & 3rd rows
- Hexa has a higher length (~+200mm over XUV500) which creates extra legroom & boot storage space
- Flexible LED tail-lamps add a distinctive & elegant look to the rear of the Hexa
- Multi-colored TFT DIS enhances the look & feel of the cluster



XUV500 advantages over Hexa

- Power adjustable Seats
- Passive entry & Push Start (PEPS)
- Electric Sunroof
- Tyre Pressure Monitoring System

