

2023 Tata Safari Facelift

Ex-Showroom (Introductory) Prices and Features:

| Persona | Manual | | Smart: base variant, only manual, ash grey fabric upholstery, 17" alloys, full disc brakes, full safety kit with 6-airbags, 3-point seatbelts with reminders for all seats, LED projector headlamp, LED tail lamps, LED DRLs, auto climate control, rear parking sensor, central locking, power windows, USB A / USB C chargers front only (missing reverse camera, infotainment, digital instrument cluster, speakers, 3 rd row AC, remote locking, armrests, etc.). (O) adds electrically adjustable ORVM, TPMS, 3 rd row AC vents, central armrest, boss mode, connected LEDs front and rear, USB A / USB C chargers all 3 rows. |
|-------------------|-------------|-------------|--|
| | Smart | (O) | |
| Smart | ₹ 1,619,000 | ₹ 1,669,000 | |
| <u>Difference</u> | | ₹ 50,000 | |
| | | vs. Smart | |

| Persona | Manual | | | | | Pure: ₹1.5 lakhs more than Smart. +₹1.4 lakhs more for automatic transmission. Adds 10.25" digital instrument cluster and infotainment with wireless Android Auto and Apple CarPlay, 6 speakers, voice commands, steering controls, rear camera, 45W charger, shark fin antenna, OTA updates etc. (O) adds rear wiper, remote central locking, foldable ORVM, plus Smart (O) features. (+) adds push button start, cruise control, height adj drivers' seat, drive/terrain modes, leather wrapped steering wheel (S) adds panoramic sunroof, auto headlamps, rain sensing wipers (AT) adds paddle shifters and smart e-shifter |
|-------------------|-------------|-------------|--------------|-------------|-----------------------------------|---|
| | Pure | (O) | + | + S | + S Dark | |
| Pure | ₹ 1,769,000 | ₹ 1,819,000 | ₹ 1,939,000 | ₹ 2,039,000 | ₹ 2,069,000 | |
| <u>Difference</u> | ₹ 150,000 | ₹ 50,000 | ₹ 120,000 | ₹ 100,000 | ₹ 30,000 | |
| | vs. Smart | vs. Pure | vs. Pure (O) | vs. Pure + | vs. Pure +S | |
| Persona | Automatic | | | | vs. Manual ₹ 130,000 to ₹ 140,000 | |
| | | + | + S | + S Dark | | |
| Pure | | ₹ 2,069,000 | ₹ 2,179,000 | ₹ 2,209,000 | | |
| <u>Difference</u> | | ₹ 130,000 | ₹ 110,000 | ₹ 30,000 | | |
| | | vs. Manual | vs. Pure + | vs. Pure +S | | |

| Persona | Manual | | | | Adventure: ₹1.6 lakhs more than Pure+. +₹1.4 lakhs more for automatic transmission. Adds Caravan tan leatherette seats, 18" diamond cut alloy wheels with aero inserts, soft-touch dashboard, rear sunshades & rear armrest with cup holders, front armrest with cooled storage, LED fog lamps, follow me headlamps, rear defogger, 1-touch driver window, and mood lighting on door trims, floor console & dashboard. (+) adds voice assisted sunroof w/ mood lighting, 360° camera, electronic parking brake with auto hold, wireless charger, front parking sensors, air purifier, auto headlamps, rain sensing wipers. (A) adds ADAS with 11 features including adaptive cruise control with stop & go, advanced ESP with driver doze off alert. (AT) adds paddle shifters and smart e-shifter. |
|-------------------|-------------|-------------|-------------|----------------------|---|
| | Adventure | + | + Dark | + A | |
| Adventure | ₹ 2,099,000 | ₹ 2,249,000 | ₹ 2,304,000 | ₹ 2,349,000 | |
| <u>Difference</u> | ₹ 160,000 | ₹ 150,000 | ₹ 55,000 | ₹ 100,000 | |
| | vs. Pure + | vs. Adv | vs. Adv + | vs. Adv + | |
| Persona | Automatic | | | vs. Manual ₹ 140,000 | |
| | | + | + Dark | | |
| Adventure | | ₹ 2,389,000 | ₹ 2,444,000 | ₹ 2,489,000 | |
| <u>Difference</u> | | ₹ 140,000 | ₹ 55,000 | ₹ 100,000 | |
| | | vs. Manual | vs. Adv + | vs. Adv + | |

| Persona | Manual | | | | | | Accomplished: ₹1.5 lakhs more than Adv+. Add ₹1.4 lakhs for AT. Adds oyster white interiors, 19" alloys, knee airbag, power tailgate w/ gesture, 12.3" screen, dual zone AC, powered & ventilated front seats, memory / welcome for driver, display on terrain mode, JBL 9 speakers w/ sub, front fog lamps w/ cornering, rear fog lamps, LED animations, auto dimming IRVM, hill descent control, advanced ESP etc. (+) adds ADAS, connected tech, 1 extra center speaker, 2 nd row ventilation for 6-seater, SOS call buttons, Alexa, etc. |
|-------------------|----------------|-------------|-------------|-------------|-------------|----------------------|---|
| | Accomplished | + | + 6 Seater | Dark | + Dark | + Dark 6 Seater | |
| Accomplished | ₹ 2,399,000 | ₹ 2,549,000 | ₹ 2,559,000 | ₹ 2,434,000 | ₹ 2,584,000 | ₹ 2,594,000 | |
| <u>Difference</u> | ₹ 150,000 | ₹ 150,000 | ₹ 10,000 | ₹ 35,000 | ₹ 35,000 | ₹ 10,000 | |
| | vs. Adventure+ | vs. Accom | vs. Accom + | vs. Accom | vs. Accom + | vs. Accom + Dark | |
| Persona | Automatic | | | | | vs. Manual ₹ 140,000 | |
| | Accomplished | + | + 6 Seater | Dark | + Dark | | |
| Accomplished | ₹ 2,539,000 | ₹ 2,689,000 | ₹ 2,699,000 | ₹ 2,574,000 | ₹ 2,724,000 | ₹ 2,734,000 | |
| <u>Difference</u> | ₹ 150,000 | ₹ 150,000 | ₹ 10,000 | ₹ 35,000 | ₹ 35,000 | ₹ 10,000 | |
| | vs. Adventure+ | vs. Accom | vs. Accom + | vs. Accom | vs. Accom + | vs. Accom + Dark | |