

SALIL KULKARNI

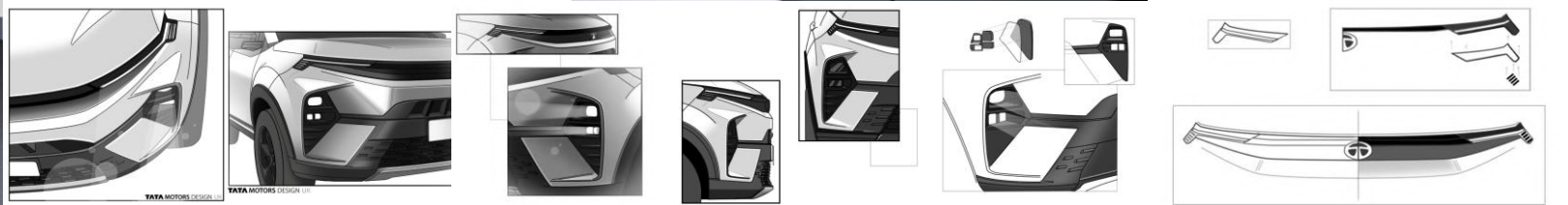
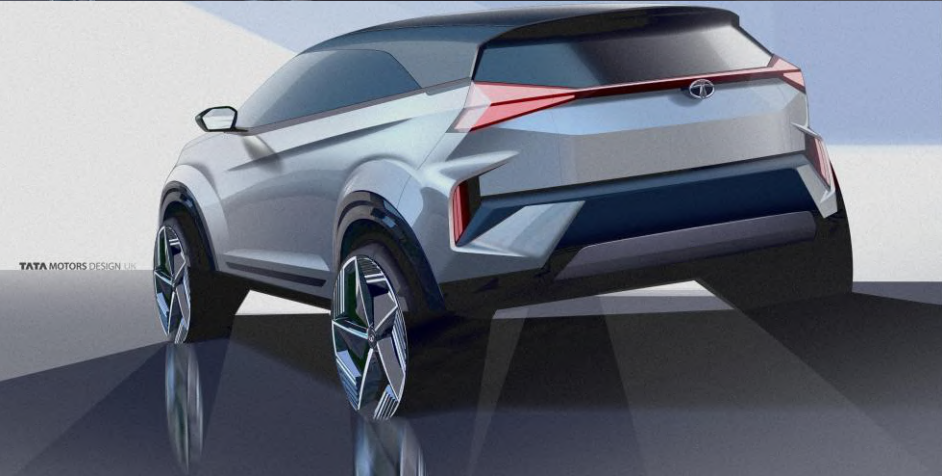
HEAD OF GLOBAL DESIGN OPERATIONS

TATA MOTORS DESIGN

OUR JOURNEY OF LED LIGHTING



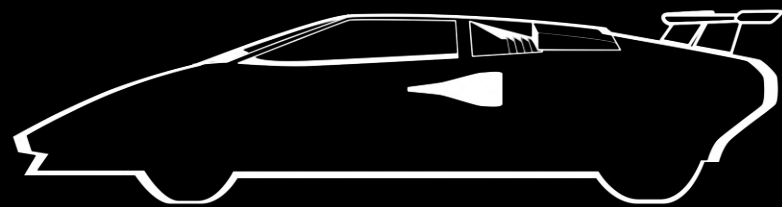
FROM ILLUMINATION TO **IDENTITY**



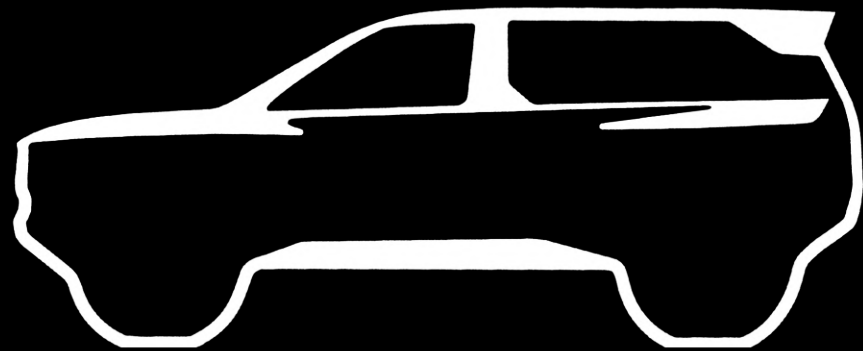




THE JOURNEY OF THE SIERRA



WE ALL START SOMEWHERE



WE ALL START SOMEWHERE

TATA MOTORS DESIGN

LEGEND

WHAT MAKES A **LEGEND**

THE RECIPE

Legends are established by capturing
the imagination of a generation.



INFLUENTIAL



RECOGNISABLE



MEMORABLE

THE REVIVAL

Legends are celebrated and updated through time.



INFLUENTIAL



RECOGNISABLE



MEMORABLE

OUR LEGEND

The TATA Sierra was India's first ever indigenously designed SUV in 1991, achieving legendary status.



INFLUENTIAL

RECOGNISABLE

MEMORABLE

REIMAGINING

**OUR
LEGEND**

THIS SHOULD'VE BEEN SIMPLE, **RIGHT?**

OUR PATRONS

We live across a multigenerational society and households, with diverse needs and tastes.



X



Y



Z

BORN PRE 1991

X



NOSTALGIC

NO CONTEXT

Y



BORN POST 1991

Z



BORN PRE 1991

X



NOSTALGIC

NO CONTEXT

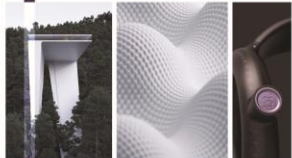


Y

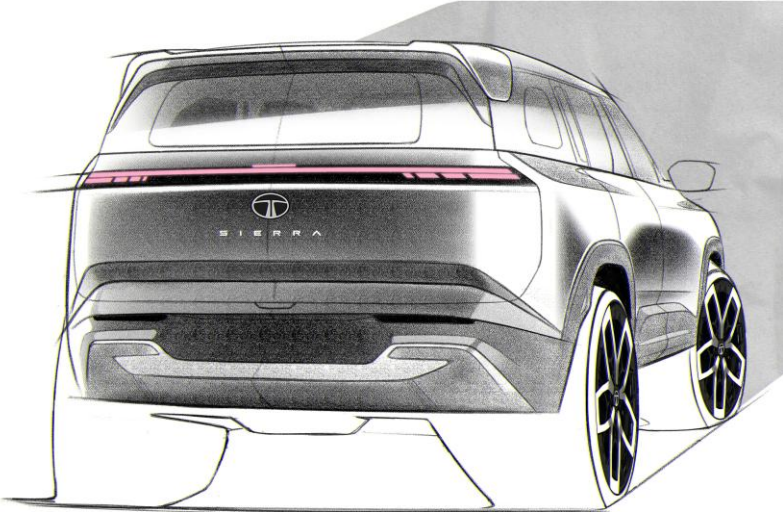
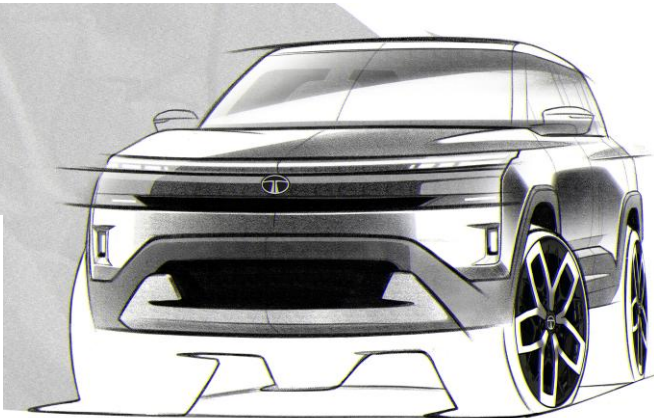
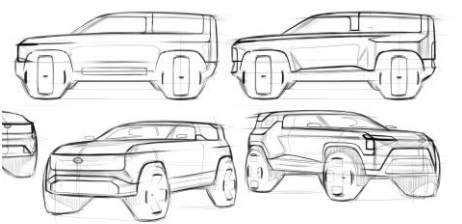
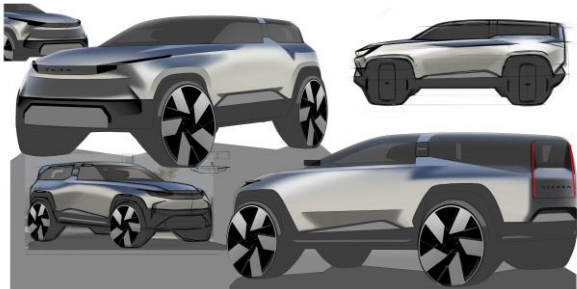


Z

BORN POST 1991



SIERRA



DESIGN IN INDIA

Led by the design team in India, who helped us understand our customer better and the emotion behind the revival of an icon.



DESIGN IN INDIA

Led by the design team in India, who helped us understand our customer better and the emotion behind the revival of an icon.



SPOT THE DIFFERENCE

A relentless pursuit to deliver a unified vision.



EV CONCEPT

JAN 2023



SHOWCAR

JAN 2025



PRODUCTION

NOV 2025

DESIGN



ART

HOW DO YOU ENSURE **GOOD DESIGN** ?

GOOD DESIGN
IS HONEST

We looked to respect timeless design principles.



GOOD DESIGN

**MAKES A PRODUCT
UNDERSTANDABLE**

A very clear link to our inspiration but
staying modern at the same time.



**GOOD DESIGN
IS LONG LASTING**

Timeless design that will look relevant and modern, no matter the era.



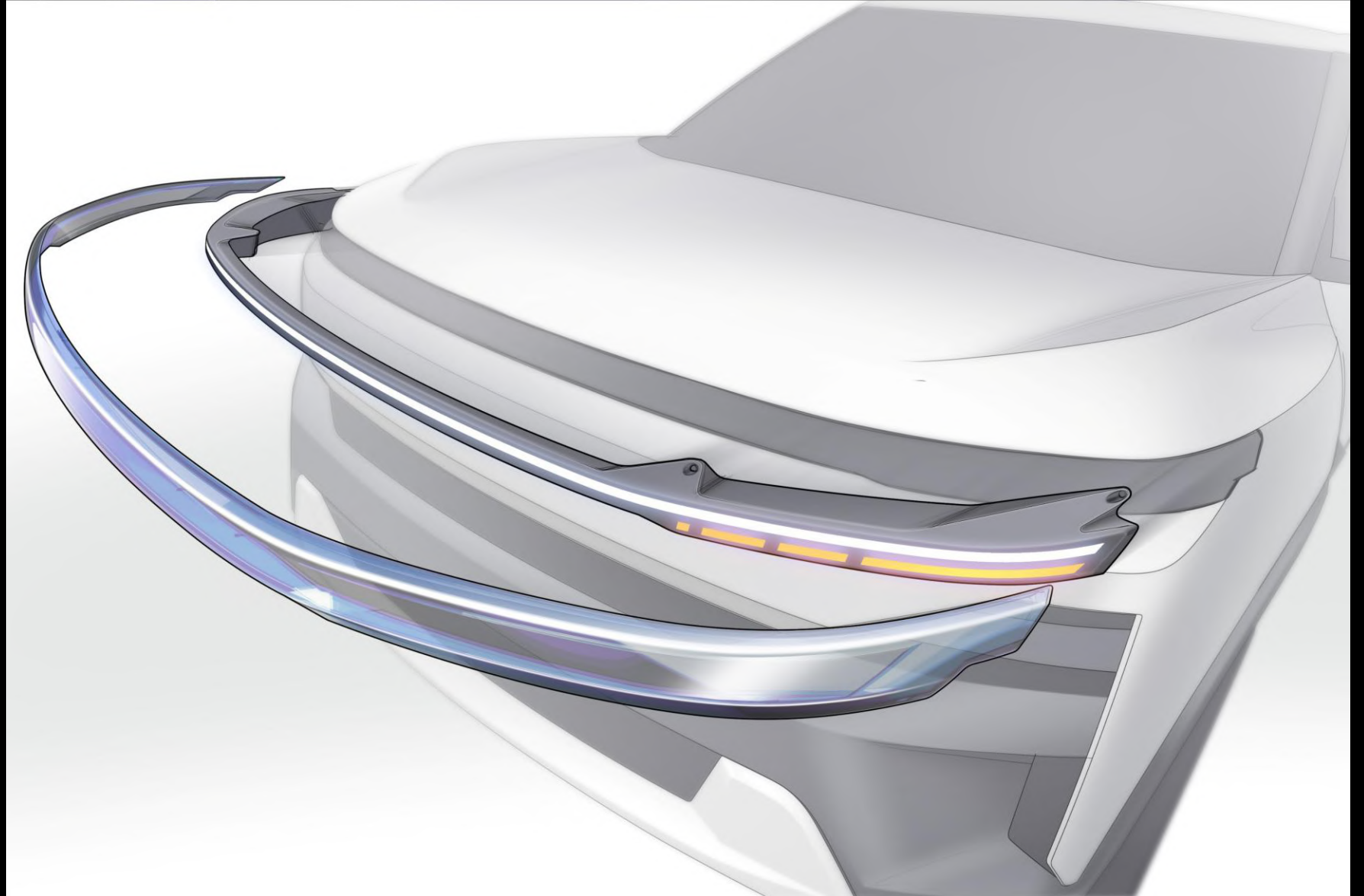
GOOD DESIGN
IS AESTHETIC

Striking and memorable graphics
giving a strong stance & presence.



GOOD DESIGN
**IS THOROUGH,
DOWN TO THE
LAST DETAIL**

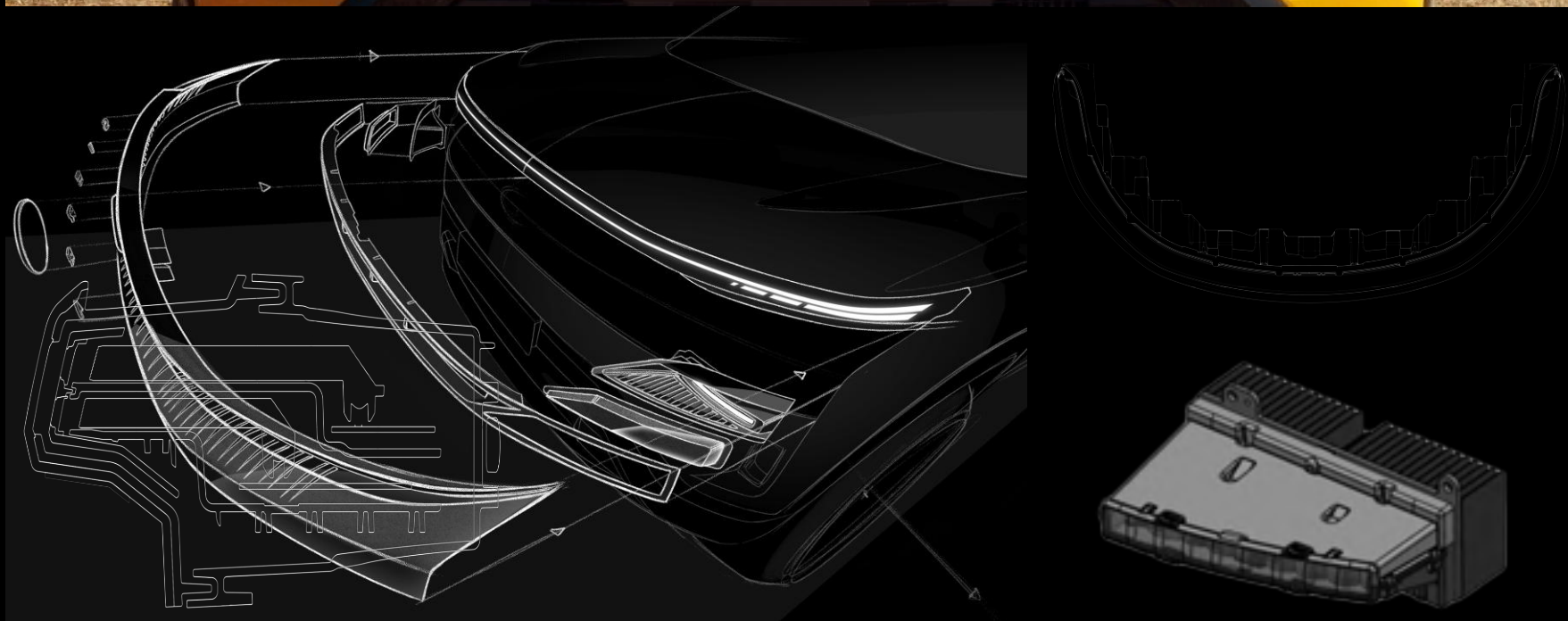
Every millimetre has been expertly detailed and designed to deliver a unified vision.



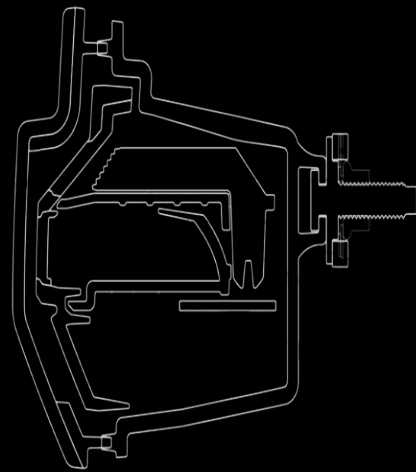


**GOOD DESIGN
IS THOROUGH,
DOWN TO THE
LAST DETAIL**

Every millimetre has been expertly detailed and designed to deliver a unified vision.



GOOD DESIGN
IS AS LITTLE
“DESIGN” AS
POSSIBLE



Practising restraint to achieve purity in form which transcends trends.



GOOD DESIGN
IS AS LITTLE
“DESIGN” AS
POSSIBLE

Practising restraint to achieve purity in form which transcends trends.



GOOD DESIGN IS RECOGNISED

Global recognition with the Red Dot Award, over 70,000 bookings within 24 hours, and multiple awards.



**Certificate
Red Dot Winner 2025**

The Red Dot is the award for high design quality. The international jury of the Red Dot Award: Design Concept only confers this seal of quality on projects that convince them with their good design quality and creative achievement. In 2025, in the category "Cars and Motorcycles", it is presented to:

Tata Sierra

Manufacturer:
Tata Motors
India

Design Lead:
Martin Wilschak

In-house Design:
Tata Motors Design Team

Singapore, 1 July 2025



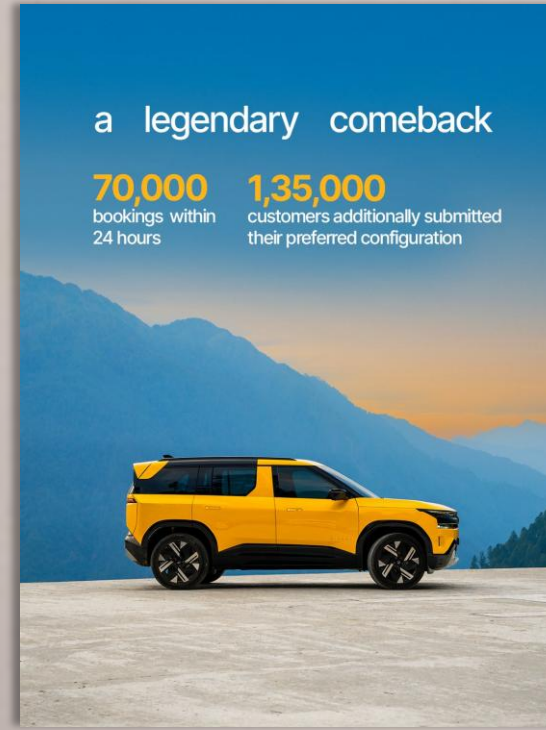
Martin Darbyshire
Member of the Jury
United Kingdom

Professor Lutz Fügner
Member of the Jury
Germany

Kazuo Tanaka
Member of the Jury
Japan

Kim Koo C.K.
President, Asia
Singapore

Professor Dr. Peter Diez
Founder & CEO of Red Dot
Germany



a legendary comeback

70,000 bookings within 24 hours

1,35,000 customers additionally submitted their preferred configuration



SIERRA
Car of the Year
AUTOCAR

Design of the year
Autocar

Viewers choice of the year
Autocar

Mid SUV of the year
Autocar

TATA
SIERRA