

AVINYA X Concept

The AVINYA X Concept is a bold leap forward in Tata Motors' journey of innovation, sustainability, and human-centric mobility. Building on the groundbreaking vision of the AVINYA brand, this pure electric vehicle redefines premium mobility by seamlessly blending cutting-edge technology, elegant design, and a commitment to well-being. AVINYA X Concept transcends traditional norms, offering a transformative experience designed for the future of luxury and sustainability.

The AVINYA X Concept encapsulates the spirit of innovation with its bold yet graceful design, wide stance, and dynamic proportions. It features advanced technologies such as matrix LED lighting, active aero enhancements, and aero wheels, which not only boost its efficiency but also underscore its modern elegance. Its long silhouette and enclosed surfaces deliver a perfect balance of strength, power, and off-road capability while ensuring best-in-class cabin space.

Sustainability is at the core of the AVINYA X Concept, using eco-friendly materials and state-of-the-art electric technology to support a greener future without compromising performance. Equipped with advanced powertrain options, this SUV delivers exceptional efficiency and the power to navigate challenging terrains or cruise seamlessly on highways, ensuring every journey is thrilling and energizing.

Inside, the AVINYA X Concept offers a sanctuary-like environment, blending craftsmanship with wellness. Designed to rejuvenate both mind and body, the interior features calming aesthetics, seamless technology, and intuitive interfaces. Elements such as fabric-wrapped soundbars, hidden vents, aroma diffusers, and lounge-style rear seating create a luxurious and serene atmosphere. The dashboard integrates subtle technology, offering necessary information while reducing distractions, ensuring an intuitive and tranquil driving experience.

The Samudra exterior color, inspired by the shimmer of ocean waves, adds a layer of elegance and mystery. This premium paintwork, combined with dark protective accents and metallic detailing, enhances the AVINYA X's sophisticated appearance. The terracotta rear interiors, designed with sustainable materials, provide a cozy yet luxurious lounge-like feel, making every moment in the vehicle a rejuvenating experience.

The next-generation born electric architecture ensures the AVINYA X is future-ready, supporting advanced technologies and maintaining its position at the forefront of innovation.

The AVINYA X Concept is more than just an SUV—it's a vision for an upwardly mobile, sustainable, and technology-driven future. With its harmonious blend of performance, luxury, sustainability, and well-being, it ushers in a new era of automotive excellence, reaffirming our commitment to redefining mobility for modern India and beyond.