

ALTROZ

THE GOLD STANDARD



— NOW WITH —
i-TURBO



Stay connected to your ALTROZ, wherever you are. iRA is a cool new connected tech platform that is in sync with India. It offers a range of innovative features developed in India for India.

5 LAYERS OF CONNECTIVITY

Remote Commands | Vehicle Security Features
Location based services
Live Vehicle Diagnosis | Gamification



REMOTE COMMANDS



REMOTE LOCK/UNLOCK

Lock & unlock your ALTROZ at your convenience from wherever you are.



REMOTE HORN

Operating the car horn has never been easier. Now, use the horn through your app.



DISTANCE TO EMPTY (DTE) CHECK

Plan your trips & stops through the convenience of the iRA app.



REMOTE LIGHTS ON/OFF

Control & operate your headlights (low beam position and hazard lights) with just a click in the iRA app without a remote key.



VEHICLE SECURITY FEATURES



PANIC NOTIFICATION

Trigger a panic alarm using your key unit to send a SMS to pre-authorized emergency contacts.



FIND MY CAR

Know the live location of your car & how to reach it with the help of the app.



EMERGENCY SMS

Your safety comes first. In case of emergency, notify your pre-authorized contacts with sms and location details.



STOLEN VEHICLE TRACKING

You will immediately get a notification informing you about an unauthorized entry into your car and it will assist you in tracking it as well.



INTRUSION ALERT

In case of attempted break-ins, India's safest hatchback will notify you.



REMOTE IMMOBILISATION

In case of theft, you can remotely switch off your car's engine through the app.



LOCATION BASED SERVICES



GEO FENCING

You can set a customized geo radius around the car starting from 1 km up to 100 km. Notifications will be sent to you when the car is moved out of the set geo radius.



VALET MODE

Keep your car close to you, even when you're on the go. Before handing over your vehicle to a valet, set an automatic geo-fence.



SHARE LOCATION

Notify your loved ones by sharing your real-time location through the app.



NEAREST SERVICE STATION

Search for the nearest Tata Motors service station using the app. You can also contact authorised service/call centres from your registered mobile number.



ROADSIDE ASSISTANCE

Get quick assistance by contacting the nearest service station through the app.



TIME FENCING ALERT

You will be notified if your car's ignition is turned on or your car moves beyond a set speed within the set time duration.



WHAT3WORDS™

ALTROZ is India's first hatchback to introduce this precise & simple way to reach your locations. What3Words™ is a technology that has assigned each 3m square in the world a unique 3 word address. They're easy to say, share and are accurate too.



LIVE VEHICLE DIAGNOSIS

With our live vehicle diagnosis, you can plan those long drives better. The features are designed to help you know the condition of your car better. You will also receive a diagnostic report through the app.

- Airbag Status
- Brake System Status
- Electric Power Steering Status
- Power Train Status
- Service Due

GAMIFICATION

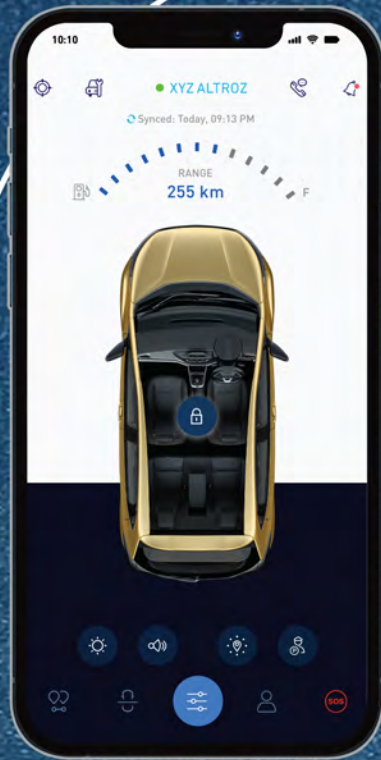
Our gamification features are designed to give those mundane drives a cool new twist. They help you improve your driving skills by promoting efficient driving behaviour. You can see your driving efficiency score and trip details on the app.



TRIBES

Our social tribes offer challenges that you can take part in, earn badges and see your scores as well.





STEPS TO REGISTER TO THE iRA APP

- Download the iRA App on your phone.
- Click on Register in the iRA App home screen.
- Enter your vehicle chassis details.
- One time password (OTP) will be sent to your registered mobile number. The mobile number shared with the dealership during purchase of the vehicle.
- Enter the OTP.
- Set a 4 digit login pin to secure your app.
- Enter your personal details.
- Stay connected to your vehicle with the iRA app from anywhere in India.

TATA MOTORS

