

SAFARI

#ReclaimYourLife





Stay connected to your Safari, 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.

6 LAYERS OF CONNECTIVITY

- Remote commands
- Location based services
- Over the air updates
- Vehicle security features
- Live vehicle diagnosis
- Gamification



REMOTE COMMANDS

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. Because you deserve special access to everything.

REMOTE LOCK/UNLOCK

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

REMOTE HORN



Operate the horn with even more ease than you're used to. Now, use it through your app.





LIVE VEHICLE DIAGNOSIS

Planning long rides is now simpler with the Safari. The features are designed to help you know the condition of your car better. You will also receive a diagnostic report through the app.

-  View car health dashboard.
-  Alerts about critical car parameters.
-  Custom messages on cluster.






OVER THE AIR UPDATES

-  Get automatic updates on your iRA app.





GAMIFICATION

-  Tribes, for socializing with Safari owners.
Our social tribes offer challenges that you can take part in, earn badges and see your scores as well. Now that you're a part of the Safari family, join the tribe too.
-  Most Efficient User Of The Week / Month (driving score basis).
-  View trip details and get drive pattern analytics with driver score.



VEHICLE SECURITY FEATURES

Intrusion Alert

In case of attempted break-ins, India's safest SUV will notify you. Because your peace of mind is paramount to us.

Speed Alert

Set a preferred speed limit and get notified whenever it is exceeded.

Remote Immobilization

In case of theft, you can remotely switch off your car's engine through the app. Because you're its only master.

Panic Notification

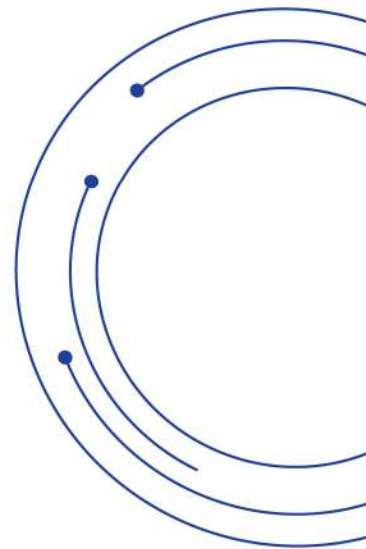
Trigger a panic alarm using your key unit to send an SMS to pre-authorized emergency contacts. The Safari is designed to take care of all your troubles.

Emergency SMS

In case of emergency, notify your pre-authorized contact with SMS and location details. Because your safety is our priority.

Find My Car

Know the live location of your car and how to reach it with the help of the app. Recalling where you parked it is now the least of your worries.





LOCATION BASED SERVICES



Nearest TML Services Solution

Search for the nearest Tata Motors service station using the app. You can also contact authorized service/call centres from your registered mobile number. We're always around the corner.



Roadside Assistance

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



Navigation (maps integration)

Get directions to wherever you need to go on the app. The Safari ensures you're never lost.



Weather Updates

Get weather updates on the app and be well prepared for the day ahead.



Share My Car

Create profiles for members of your family and share access over the car.



Valet Mode

Before handing over your vehicle to a valet, set an automatic geo-fence. So that whoever has the key, it's always you in control.



Geo Fencing

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



Time Fencing

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. Whatever the Safari does, you'll know.

STEPS TO REGISTER WITH THE iRA APP

Download the iRA app on your phone.

Click on Register in the iRA app's 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 vehicle.

Enter 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.

