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## Editor's Viewpoint



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Founder



**M.P. MALHOTRA**  
Chairman - Editorial board



**SHILPA MALHOTRA**  
Executive Editor

**The government has set a target to make India become 'Atma Nirbhar' in energy by 2047. If the country wishes to achieve this target in the set period or faster indeed, Ethanol will be critical to the cause.**

## Ethanol as future fuel

**C**ONSIDERING the fact that biofuels, especially Ethanol, has a strong potential to be the alternative to fossil fuels, the government and the Society of Indian Automobile Manufacturers (SIAM) is promoting them aggressively. Our cover story is focussed on biofuels where we try to understand the benefits of Ethanol and its usage in blending it with petrol to lower carbon emissions and reduce dependence on fossil fuels in the long term. The government has set a target to make India become 'Atma Nirbhar' in energy by 2047. If the country wishes to achieve this target in the set period or faster indeed, Ethanol will be critical to the cause. Biofuels have to become the center of this 'change' along with other alternative fuels like EVs, CNG and LNG.

In order to promote Ethanol as an alternative fuel, SIAM had organized an international conference on 'Biofuels – A Pathway towards Sustainable Future', in the Capital. We have covered this conference in this issue as well. The delegates at the conference shared knowledge, best practices, experiences and disseminated learnings on biofuels, especially ethanol.

Another major event that took place from November 1-3 in Las Vegas, USA was the AAPEX 2022 show. The event witnessed overwhelming response with the participation of over 2,500 exhibitors from the global automotive aftermarket industry from across the world. The show represents more than 1.8 trillion-dollar global automotive aftermarket industry that display innovative products, services and technologies. Also, the festive month of October witnessed robust figures in terms of auto sales as total growth in all segments went up by 48 per cent as compared to the same period last year. FADA President, Mr. Manish Raj Singhania said, "With most of the month under festive period, the sentiments were extremely positive across all categories of dealership outlets."

Among the launches we have covered, Blue Energy Motors launched India's first Liquified Natural Gas (LNG) fuelled green truck with a keen focus on developing LNG as an alternate-fuel. The company's trucks powered by LNG are set to pioneer the green trucking revolution in the country. Likewise, Nissan showcased three global models – X-Trail, Qashqai and Juke – for the first time in India as it is studying the feasibility of two of these models for the Indian market.

*Enjoy the festive spirit!*



# BIOFUELS:

## A better alternative to fossil fuels

**W**ITH the Government of India promoting alternative fuels like Electric Vehicles, CNG and Liquefied Natural Gas (LNG) to reduce the carbon footprint and lower dependence on fossil fuels, biofuels have the potential to further the cause in a faster and more sustainable way. Biofuels like Ethanol are being encouraged as a clean energy source to help India become 'Atma Nirbhar' in energy by 2047.

Ethanol holds tremendous potential for India as it is an Indigenous and clean energy source, that can significantly reduce fossil fuel consumption, the energy import bill and carbon emissions. Being agriculture based, higher use of ethanol as fuel will also increase farmer incomes and create new jobs, thereby boosting the rural economy besides increasing revenue for the Government from surplus sugar and food grains. The Government has recently launched second-generation technologies for producing ethanol from agricultural residues like 'parali', which is currently otherwise burnt. This possibility will not only prevent severe air pollution but also help generate wealth from waste.

India has already achieved 10 pc ethanol blending five months ahead of schedule. The implementation of 20 pc ethanol blending in petrol by 2025-26 is expected to substitute 86 million barrels of Gasoline, thereby leading to forex savings of INR 30,000 crores for India, as well as reducing 10 million tons of carbon emissions.

India's Ethanol Blending Programme is being driven by the highest level of the Government. The important deadlines decided for pan India implementation of E-20 are 2023 for vehicles to be material compliant, and 2025 for vehicles to be fully E-20 compliant. Given the huge potential of ethanol production that exists up to and beyond E20, these benefits can increase multi-fold with the introduction of Flexi Fuel Vehicle (FFV) technology, that can flexibly use higher ethanol blends from 20 pc to 85 pc.





An FFV- SHEV has a flexi fuel engine and an electric powertrain, thus providing dual benefit of higher ethanol use and greater fuel efficiency, as it can run for significant time periods on its EV mode, wherein the engine is shut off. Globally, many countries like Brazil have hugely benefited from large scale introduction of FFVs. In fact, in Brazil an innovative flexi fuel-strong hybrid electric vehicle technology (FFV - SHEV) has been introduced by Toyota Brazil, which has the lowest Well-to-Wheel (W2W) carbon emissions for any technology in the country. In India, Toyota recently launched a pilot project on flexi-fuel strong hybrid electric vehicle technology in Delhi. The Toyota Corolla Altis FFV-SHEV, that has been imported from Toyota Brazil for the pilot project was unveiled on this occasion.

In a similar initiative, the Society of Indian Automobile Manufacturers (SIAM) recently organized a meet on biofuels highlighting its potential and thereby promoting Ethanol as a transportation fuel, an alternative to fossil fuels. Reiterating the potential of Ethanol, Mr Vinod Aggarwal, President, SIAM, CEO & MD, Volvo Eicher Commercial Vehicles, said, "Biofuels like ethanol offer a pathway towards a sustainable future which includes clean air and less dependence on imported oil, thereby supporting a more Aatmanirbhar Bharat."

Minister of Petroleum and Natural Gas, Mr Hardeep Singh Puri said that India is slowly but steadily rising to its energy requirements with the rise in number of Compressed Bio-Gas plants being commissioned by the Government of India. He said "Under the SATAT scheme, many entrepreneurs have established Compressed Bio-Gas (CBG) plants to produce and supply CBG to oil marketing companies. With the assistance of OMCs and other enthusiastic players, 37 CBG plants have been commissioned, and approximately 9000 tonnes of Compressed Biogas have already been sold." He further stated that in order to make decarbonized mobility a reality, Indian automakers must stay on the path of sustainability.



**Mr. Atsushi Ogata,**  
President, CEO & MD, Honda  
Motorcycles & Scooters India



Mr. Atsushi Ogata, President, CEO & MD, Honda Motorcycles & Scooters India, said, "Customers in India will need a very strong assurance from product performance side and incentives from policy side for ethanol adoption in the complete vehicle parc."

Mr. Atsushi Ogata, President, CEO & MD, Honda Motorcycles & Scooters India, shared his apprehensions about customer's acceptance of Ethanol. He said, "Customers in India will need a very strong assurance from product performance side and incentives from policy side for ethanol adoption in the complete vehicle parc."

Likewise, Mr Ashwini Kumar Choubey, Minister of State, MoEF&CC, stated that a successful Ethanol programme will save India, foreign exchange to the tune of INR 30,000 crore per annum. He said, "Ethanol blending is becoming important for meeting GHG emission targets. The government of India is committed to attaining a non-fossil energy capacity of 500 GW by 2030 and further reducing its projected carbon emissions by one billion tonnes by 2030. A successful ethanol programme can save India, foreign exchange to the tune of INR 30,000 crore per annum."



Giving a roadmap about the future, Mr Pankaj Jain, Secretary, Ministry of Petroleum and Natural Gas, assured that multiple new second generation ethanol production plants will be installed across the nation. He said, "With the efforts made by Government and energy industry stakeholders, the existing installed capacity of molasses-based distilleries has reached 426 cr. litres and likely to reach 1200 cr. litres for the effective target of 20 pc blending in gasoline. Like the plant inaugurated in Panipat in August 2022, multiple new second generation ethanol production plants will be installed across the nation."

The Indian automobile sector needs to gear up for the incumbent changes due to biofuel adoption. Biofuels are surely beneficial considering the fact that they reduce fossil fuel consumption, CO2 emissions while also boosting the agrarian economy by increasing farmers' income. Companies engaged in production of CBG do not only benefit from Ethanol adoption but also help slowdown catastrophic climate change on the planet.



**Mr Vinod Aggarwal,**  
President, SIAM, CEO & MD,  
Volvo Eicher Commercial  
Vehicles



**Mr Hardeep Singh Puri**  
Minister of Petroleum  
and Natural Gas



**Mr Ashwini Kumar Choubey,**  
Minister of State, MoEF&CC



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# SIAM organizes meet to promote biofuels

## A pathway towards sustainable future

PROMOTING the usage of biofuels for transportation, the Society of Indian Automobile Manufacturers (SIAM) organized an international conference on 'Biofuels – A Pathway towards Sustainable Future', in the Capital recently. The conference was organized as a part of year-round activities to promote ethanol.

The program witnessed participation from automotive industry experts, government officials, academia, and other stakeholder associations including the ambassador and experts from Brazil.

The Government of India has mandated SIAM for taking promotional measures for ethanol in the country jointly with the Ministry of Heavy Industries (MHI) as a transportation fuel. The important deadlines decided for pan India implementation of E-20 are 2023 for vehicles to be material compliant, and 2025 for vehicles to be fully E-20 compliant.

In this conference, delegates shared knowledge best practices, experiences and disseminate learnings on biofuels, especially ethanol. It was divided into three sessions, with a plenary session on 'A giant leap for biofuels – Ethanol blending & SATAT Scheme'. This was followed by the inaugural session on 'Improving the urban air quality– Environmental Benefits of Biofuels', and a panel discussion focusing on 'Trends in Biofuel Production – Maturing into a Biofuel Economy'.

Addressing the plenary session, Mr Vinod Aggarwal, President, SIAM, CEO & MD, Volvo Eicher Commercial Vehicles, said, "Through SIAM, I am happy to note that the Indian automotive industry is working closely with the government as we transition to sustainable transportation through implementation of stringent emission standards and increased emphasis on alternate fuels. Biofuels like ethanol offer a pathway towards a sustainable future which includes clean air and less dependence on imported oil, thereby supporting a more Aatmanirbhar Bharat."

Chief Guest, Mr Hardeep Singh Puri, Ministry of Petroleum and Natural Gas, said, "Taking into account Amrit kaal: Vision 2047 goals, where we intend to grow our 3 trillion-dollar economy to 32 trillion dollars, and therefore, our energy requirements are bound to rise to account for lifestyle, trade, and manufacturing development. Under the SATAT scheme, many entrepreneurs have established CBG plants to produce and supply CBG to oil marketing companies. With the assistance of OMCs and other enthusiastic players, 37 CBG plants have been commissioned, and approximately 9000 tonnes of compressed biogas have already been sold. In order to make decarbonized mobility a reality, Indian automakers must stay on the path of sustainability."

Mr Ashwini Kumar Choubey, Minister of State, MoEF&CC, said, "Ethanol blending is becoming important for meeting GHG emission targets. The government of India is committed to attaining a non-fossil energy capacity of 500 GW by 2030 and further reducing its projected carbon emissions by one billion tonnes by 2030. A successful ethanol programme can save India, foreign exchange to the tune of INR 30,000 crore per annum."



# AAPEX 2022 sees overwhelming presence of exhibitors

## Winners of Best Booth Awards and Packaging showcases announced

THE AAPEX 2022 show that was held from November 1-3 in Las Vegas witnessed overwhelming response from the global automotive aftermarket exhibitors from across the world. The show also announced the winners for best booth and new product and packaging showcases.

AAPEX represents more than 1.8 trillion dollar global automotive aftermarket industry and historically features 2,500 exhibiting companies that display innovative products, services and technologies that keep the world's 1.5 billion vehicles on the road. AAPEX also provides advanced technical and business management training for professionals to maintain excellence and take their businesses to the next level. Industry buyers include automotive service and repair professionals, auto parts retailers, independent warehouse distributors, program groups, service chains, automotive dealers, fleet buyers and engine builders.

The winning entries in the new product and packaging showcases are: Accessories & General Merchandise - Scrubblade Inc. for Scrubblade Shade Blade; Appearance Chemicals & Car Care - Kafko Int'l Ltd. for overnight stain remover for Concrete & More; Automotive Lighting - Brown & Watson International for ULTIMA Explora Double Row 22 inch Light Bar; Business Tools & Service - TOPDON USA INC. for AR Glasses; Chemicals, Lubricants & Filters - Prestone Products Corporation for Prestone Max Ready to Use and Concentrate Antifreeze + Coolant; Hard Parts - Robert Bosch LLC, Bosch Tire Pressure Monitor Sensors (TPMS); Safety - ITW Global Brands, Slime Deluxe Emergency Roadside Kit; Technology - Baccus Global LLC, DeWalt DXAEOBD 1 Amp Battery Charger & Battery Maintainer; Tools & Equipment - Brown & Watson International, PROJECTA Intelli-Start 12V Lithium Jumpstarter.

The AAPEX 2022 New Packaging Showcase features the latest and most innovative packaging designs and concepts in the automotive aftermarket. This year's awards were presented by Mr Bill Hanvey, President and CEO, Auto Care Association, and Mr Paul McCarthy, President and CEO, Automotive Aftermarket Suppliers Association (AASA).

The winners for the Best Booth Awards was also announced during a ceremony held during the event. Best in Show awards were presented to American Express (10X10 or Linear), and Manufacturas Diversas S.A. de C.V., (Peninsula or Island). Winners were announced in the following categories: Best 10X10 - Open Road Brands; Best Linear (200 sq. ft. or more) - American Express; Best Small Peninsula (less than 800 sq. ft.) - Manufacturas Diversas S.A. de C.V.; Best Large Peninsula (800 sq. ft. or more) - DEFA North America Inc.; Best Small Island (less than 800 sq. ft.) - Meyle AG and Best Large Island (800 sq. ft. or more) - CRC Industries; Best Pavilion - Brasil Auto Parts (Sindipecas).







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**Ms. Niharika Choudhary**  
Ample Auto Tech



**Mr. Hitesh Mendiratta**  
kk Lighting



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(Rajnish Industries)



**Mr. JS Rangar**  
Stork Rubber Products



**Mr. Gaurav Sawhney**  
(Jumps Auto Industries Limited)



**Mr. Chirag Arora**



**Mr. Sushant Sindwani (Talbros Group)**  
**Mr. Jagdeep Singh (linnova Rubber)**

# Auto sales sees robust growth in Oct

**I**n the backdrop of festive season, automobile sales witnessed robust growth as total sales went up by 48 per cent in the month of October 2022 as compared to the same period last year. Commenting on it, FADA President, Mr. Manish Raj Singhania said, "Auto retail for the month of October 2022 saw an overall growth of 48 pc. With most of the month under festive period, the sentiments were extremely positive across all categories of dealership outlets."

## Passenger Vehicles

The festive month brought cheers to the industry as for the first-time customers of every category came out in good numbers and took part in festive purchases thus making it the best in last four years. As anticipated earlier, PV segment showed a growth of 41 per cent Year-on-Year with total sales at 328,645 units in October 2022 as against 233,822 units in the same month last year. The segment continues to see extremely high demand especially in SUV and compact SUV segments including higher variants in most of the product categories. While the PV segment continues to outperform, demand in entry level segment continues to show some softness.

MG Motor announced retail sales of 4367 units in October 2022, a growth of 53 pc over the same month last year. Nissan Motor India witnessed cumulative wholesales of 10,011 units in the month of October 2022, with cumulative wholesale YTD growth stood at 22 per cent as compared to the same period last year.

Mr Rakesh Srivastava, MD, Nissan Motor India, said, "Festive season has strong momentum of increased number of deliveries, with customer preference for early delivery and ease of finance. Preference of customers was for SUVs specially amongst the first time and replacement buyers."

Maruti Suzuki India sold a total of 167,520 units in October 2022 as against 138,335 units recorded in October 2021, growth of 21 per cent. Kia India recorded sale of 23,323 units in October 2022, growing by 43 pc YoY. The month also witnessed the commencement of deliveries to customers of Kia's first electric vehicle in the Indian market – the EV6. TKM sold a total of 13,143 units in the month of October 2022 as against 12,440 units in the month of October 2021, thereby registering growth of 6 per cent.

Commenting on the month's performance, Mr Atul Sood, Associate V-P, Sales, and Strategic Marketing, TKM said, "Demand continues to grow as we witness strong bookings for the self charging hybrid electric model - Urban Cruiser Hyryder."

Honda Cars India (HCIL) registered monthly domestic sales of 9,543 units in October 2022 with 18 per cent growth over the corresponding month last year. The company had registered 8,108 units in domestic sales in October 2021.





## Commercial Vehicles

The commercial vehicles segment continues to come back on track by growing 25 per cent year-on-year. Festivities ignited better fleet sales with mining and infrastructure projects increasing in various regions, demand has been keeping well and is also coming back on track. The segment is anticipated to see continued demand due to rising infra projects and government spending.

The market leader in the CV segment, Tata Motors reported domestic sales at 27,467, growing by just 4.7 per cent. The company sold 26,236 units in the same month last year. Its sales in the passenger carrier category reported the highest YoY growth to 1,759 units in October this year, up from 958 units in the year-ago period. However, a major portion of its sales that come from SCV cargo and pickup dropped 8 per cent YoY to 15,618 units in October 2022, from 17,025 units in October last year.

For October 2022, Mahindra & Mahindra reported sales of 20,083 units as against 10,324 units recorded in the same month last year. The company's sales grew by a massive 95 pc in the festive month. Ashok Leyland dispatched 12,077 units last month as against 8,139 units sold in the same month last year, registering growth of 48.4 pc. Volvo Eicher CV sold 4,937 units in October 2022 as against 4,086 units in the corresponding month last year, growing by over 21 per cent.

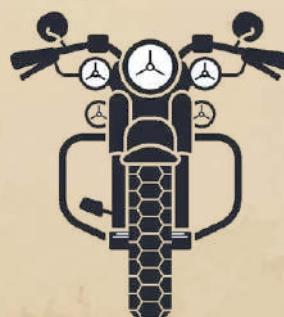


## Two-Wheelers

The two-wheeler segment showed a huge growth of 51 per cent YoY and for the first time. With both Navratri and Deepawali majorly falling in a single month, the month of October saw double foot fall at Dealerships. Dealers say that sentiments have also started improving at the rural level but the same needs to sustain for at least next 3-4 months. Apart from this, new launches and good customer schemes also played a pivotal role in helping revival in demand.

Among two-wheeler OEMs, Hero MotoCorp's sales went up by 60.5 per cent in October 2022 with company recording sales of 507,587 units as against 316,159 units sold in October 2021. Honda Motorcycle and Scooter India sold 410,580 units last month as against 275,116 units sold in the same month last year. The company's sales went up by 49.24 per cent.

Similarly, TVS Motor sold 249,671 units in October 2022 as against 161,127 units sold in the same month last year, registering growth of 55 pc. In the same tune, Bajaj Auto sold 150,684 units last month as against selling 122,536 units in the same month last year, up by 23 per cent YoY. Yamaha sold 48,510 units in October 2022, a growth of 20.5 pc. The company sold 40,259 units in October 2021.



## Three-Wheelers

The three-wheeler segment showed a massive growth of 66 per cent as compared to the year ago period. The sub-category figures clearly show that shift is happening towards EV adoption while ICE vehicles are no more favourites. In few pockets due to permit issues, new vehicle sales have taken a hit during the month.

Bajaj Auto recorded sales of 23,808 units in October 2022 as against 14,905 units sold in the year ago period, growing by over 60 per cent. Likewise, Mahindra & Mahindra sold 2393 units in Oct 2022 as against 1285 units in the corresponding month last year. The company witnessed growth of 0.87 pc.



# Nissan showcases three global models

**N**ISSAN India showcased three global models – X-Trail, Qashqai and Juke – for the first time in India at an event held in New Delhi recently. The company announced that it is studying the feasibility of two of its most popular global models for the dynamic Indian market.

Confirming that testing has begun on the X-Trail and Qashqai, while at the same time showcasing the Juke, Nissan aims to assess their suitability for the rapidly evolving Indian consumer base.

Commenting on it, Mr Frank Torres, President, Nissan India said, "The Indian market has boundless potential, and it is critical that we introduce the best vehicle line-up to align with what modern Indian consumers want and need. Following the success of the Nissan Magnite in India, we plan to strengthen our focus and leverage our expertise on high-quality SUVs that have become synonymous with our reputation."

Focusing specifically on their adaptability to Indian roads and differing terrains, the tests will assess each vehicle's ability to meet customers' needs. Starting this month, the vehicles are being put through their paces by Nissan's top engineers on the roads that surround the company's manufacturing plant in Chennai.



Over the coming weeks, Nissan will be identifying the feasibility of models from its global portfolio for the future potential vehicle line-up in India. Once testing is complete, the X-Trail will be introduced for sale first, followed by other models.

"The success of Nissan Magnite has shown what's possible for the Indian market when you combine an excellent product with manufacturing competitiveness, supported by strong government partnerships. We look forward to strengthening Nissan's presence in India and delivering further innovation and excitement for our Indian customers," Mr Torres added.

These vehicle assessments are part of a holistic study that Nissan is undertaking to prepare for its future in India. The wide-ranging review also includes securing future localised production for the long-term viability of domestic and export manufacturing, as well as exploring the potential for electrification in the longer term.





# Maruti Suzuki's S-Presso now in S-CNG variant

**M**ARUTI Suzuki India Ltd launched the S-CNG variant of the adventurous and dynamic S-Presso recently. The S-CNG variant with its dual-fuel flexibility will enable its energetic customers to further their passion for discovering and exploring exciting experiences.

The new S-Presso S-CNG is powered by a next gen K-series 1.0L dual jet, dual VVT engine, offering unmatched fuel-efficiency and refinement. The car's responsive engine develops a peak power output of 41.7kW (56.69 PS)@5300RPM and max torque of 82.1Nm@3400RPM in CNG mode. Available with a 5-speed manual gearbox, the S-Presso S-CNG delivers an excellent fuel-efficiency of 32.73 km/kg.

Introducing the new S-Presso S-CNG, Mr Shashank Srivastava, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Ltd, said, "The SUV inspired design of the S-Presso has ensured that it has found many takers for its prominent road presence. The S-CNG version will build on the success of the popular S-Presso, of which we have sold over 2.26 lakh units. The S-Presso S-CNG is sure to delight customers with its amazing fuel-efficiency and strong performance. We now have 10 S-CNG models in our portfolio, which are designed to reduce ownership cost and strengthen our commitment to a cleaner and greener environment."

Earlier, the company introduced S-CNG technology in its NEXA models – new age Baleno and all-new XL6. Introducing S-CNG at NEXA, Mr Shashank Srivastava, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Ltd, said "CNG is one such technology known for emitting considerably lower CO2 emissions compared to conventional fuels. With its debut in NEXA along with smart hybrid and intelligent electric hybrid offerings, it will provide an array of eco-friendly mobility solution options for our evolved eco-conscious customers. Maruti Suzuki's success in democratizing the CNG technology has resulted in sales of more than one million S-CNG vehicles which has saved CO2 emissions of approximately one million tonnes."

The new age Baleno S-CNG will provide an unparalleled driving experience to customers with class-leading performance and a fuel efficiency of 30.61 km/kg. The premium hatchback has been priced from INR 8.28 lakh. The all-new XL6 S-CNG MPV delivers unparalleled fuel efficiency of 26.32 km/kg and has been priced at INR 12.24 lakh (ex-showroom).

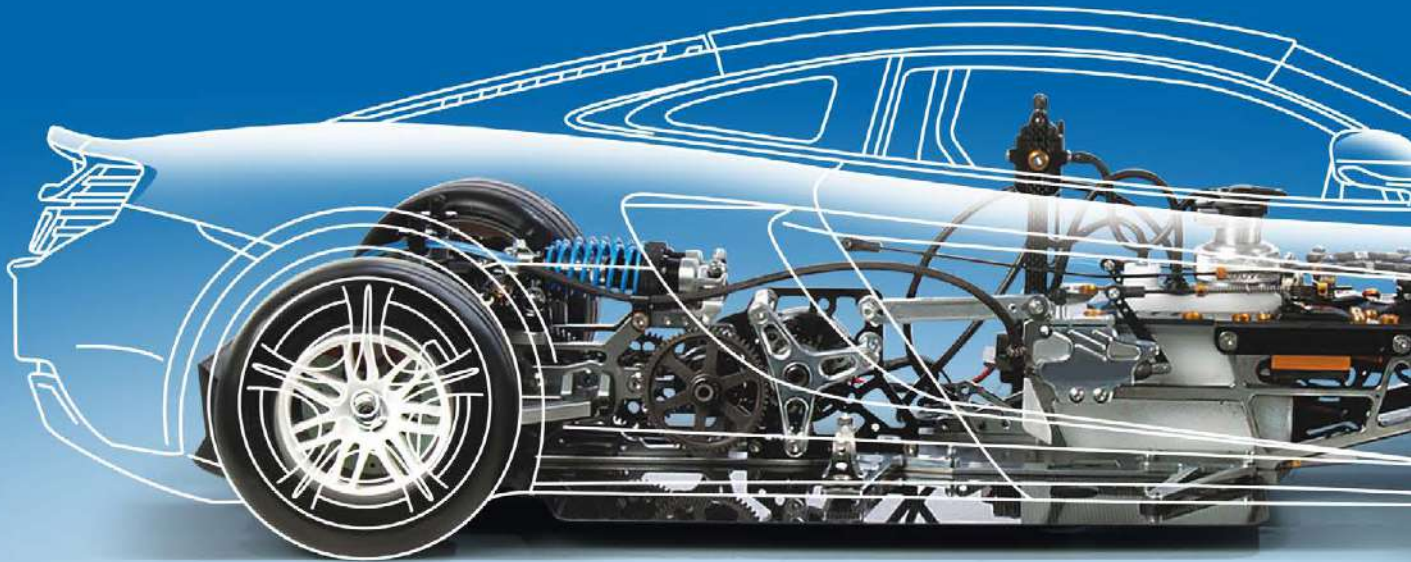


**Mr Shashank Srivastava,**  
Senior Executive Officer,  
Marketing & Sales,  
Maruti Suzuki India Ltd



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# BMW launches X6 50 Jahre M Edition



**C**ELEBRATING the 50th anniversary of the iconic BMW M GmbH, BMW India recently launched an exclusive '50 Jahre M Edition' of its X6 model in India.

Available as a completely built-up unit (CBU), the BMW X6 blends agile and versatile driving dynamics with a crisply expressive design language, enduring the extrovert presence of an edgy Sports Activity Coupe (SAC). The X6 is available as an exclusive '50 Jahre M Edition' in limited numbers and can be booked exclusively online.

The X6 comes with a powerful six-cylinder in-line petrol engine with BMW TwinPower Turbo technology and eight-speed steptronic transmission, premium interiors with crafted clarity glass application, Harman Kardon surround sound and 4-zone air-conditioning and adaptive M suspension for best-in-class dynamics and superior handling. The limited edition is available at an attractive ex-showroom price of 1.11 crore.

# e-Ashwa starts new Sampooran EV venture

**E**LECTRIC vehicle company e-Ashwa Automotive Pvt Ltd started new EV venture – Sampooran EV Pvt Ltd recently. This new venture will provide a complete EV ecosystem platform to small local EV players. Mr Vikas Gupta, Founder and ex-CEO of e-Ashwa Automotive announced the launch of the venture.

Sampooran EV will provide a complete and holistic EV ecosystem platform to small local EV players who have good products but do not have the required infrastructure, mainly a retail network to market and sell their products beyond their local region. The company will assist small local EV companies set up, create and build brand and products and all activities thereafter including purchase, sales, services, repair, maintenance and support which will be part of the offerings by Sampooran EV.

As part of creating a complete EV ecosystem, Sampooran EV will set up multi-brand EV retail stores in different parts of the country in a phase manner to house EV products and accessories by different EV brands. Currently, the company does not plan to have its own brand and products. The tagline of Sampooran EV is "a brand agnostic EV ecosystem".

Commenting on the new venture, Mr Vikas Gupta said, "With favourable government policies and faster adoption of electric vehicles by the auto sector, EV is certainly going to be the future of mobility. However, due to lack of better infrastructure, promising local level EV players having good and affordable products are unable to reach the large pool of customers in the country thereby restricting their growth. The idea behind launching Sampooran EV is to bridge this very gap."

Currently, the EV industry is in a growing phase with over 500 small local players. This scenario is going to change in the future with only 7-10 players remaining in the market post-consolidation. In order to address this and also provide a level playing field to EV companies having sound business models, Sampooran EV plans to create a common ecosystem for small local players in the sales and distribution network category. This ecosystem support will be available to EV companies at a nominal fee that suits their budget so that equal opportunity for growth is available to all such small local EV players in the country.





# Tata Motors bags order for 2000 X-PRES T EVs

**A**CCCELERATING the transition towards sustainable transportation, Tata Motors signed an agreement with ride hailing platform Evera for the delivery of 2,000 X-PRES T EVs. These vehicles are an addition to the already existing fleet of Tata Motors' EVs present with the aggregator.

Speaking on the occasion, Mr Shailesh Chandra – MD, Tata Motors Passenger Vehicles Ltd. and Tata Passenger Electric Mobility Ltd, said, "With the X-PRES T EV sedan we have created a new benchmark in the fleet market, and it is heartening to see renowned fleet aggregators joining the green mobility wave with us. Evera has been associated with us since a long time, and we are delighted to further strengthen this tie-up, by signing an agreement of delivering 2000 EVs to them. The X-PRES T EV offers enhanced safety, fast charging solution, a premium interior theme along with dynamic performance at an affordable price. We hope to continue our association with Evera and jointly work towards offering greener and safer mobility options to our customers."

According to Mr Nimish Trivedi, Co-founder & CEO, Prakriti E-Mobility, parent company of Evera, "This association aligns with the Government of India's National Electric Mobility Mission Plan and demonstrates our commitment to provide eco-friendly yet most efficient, comfortable, and sustainable mobility solutions to the customers. With this fleet of Tata Motors' EVs, our start of the airport services at the Terminal 3 of the Indira Gandhi International Airport, Delhi, is around the corner and will propel us further towards this goal. We are also looking to expand to other cities to fast-track the EV adoption in the country by creating an end-to-end ecosystem."



**Mr. Nimish Trivedi**  
Co-founder & CEO, Prakriti E-Mobility,  
Parent Company of Evera

**Mr. Shailesh Chandra**  
Managing Director, Tata Motors Passenger Vehicles Ltd.  
and Tata Passenger Electric Mobility Ltd.,

# ALT Mobility partners One Electric to deploy logistic vehicles

**A**LT Mobility, a market leader in the leasing of electric CVs, partnered with One Electric Motorcycles to provide high-quality and durable electric motorcycles for its last-mile logistic delivery partners. The partnership will deploy the first batch of 50,000 vehicles for B2B logistics.

Breaking the convention of investing in low-cost assets, ALT Mobility has evaluated and onboarded One Electric's Kridd motorcycle to their leasing portfolio, positioned as a premium high-speed electric two-wheeler for intra-city transportation catering to passenger and goods segments. Providing quality and powerful vehicles, both the companies are aiming to provide confidence to their clients looking for five-year plus of vehicle life.

Commenting on the partnership, Mr Dev Arora, Co-founder & CEO, ALT Mobility, said, "With our learnings from deploying over 5,000 EVs on the road in intensive last mile logistic operations, we believe there is a need for reliable vehicles that can meet multiple use cases, maintain high uptime, lower service costs and most importantly vehicles built for Indian road conditions and extreme temperatures. One Electric provides 2X the speed, durability, and performance than existing electric scooters typically used in operations. This presents an opportunity for our fleet partners to improve productivity by delivering more orders over longer distances in shorter times with an asset that has a longer life, thereby increasing fleet partners earnings."

Mr Gaurav Uppal, Founder & CEO of One Electric Motorcycles, said, "After establishing our product in multiple African markets, we are now confident of providing the most suitable, durable, and efficient electric two-wheelers for commercial operations. We have avoided the price-sensitive commercial EV market so far where the lowest cost has been the primary concern. However, after extensive trials in multiple cities with ALT mobility, we were able to show them the value addition a quality product will provide."



Mr. Dev Arora  
ALT Mobility and One Electric

Mr. Gaurav Uppal  
ALT Mobility and One Electric



# Mahindra marks 2-lakh sales milestone of Jeeto



**M**AHINDRA & Mahindra Ltd. (M&M), India's leading Small Commercial Vehicle (SCV) manufacturer, celebrated the two-lakh sales milestone of its leading SCV brand, Jeeto. The SCV is very popular among captive customers and several e-commerce companies have selected it as a preferred vehicle for their last-mile delivery.

The SCV Jeeto stands out from the competition due to its best-in-class mileage, lowest maintenance, class-leading comfort and styling, simple manoeuvrability, and best value for money which results in higher profits. It is a game-changing brand in the SCV segment that is powered by diesel, petrol, and CNG engines and comes in two deck sizes (6ft and 7.4ft).

With its modular range, superlative adaptability, and superior efficiency in hauling goods across different segments, Jeeto has been unswerving in the last mile distribution and bolstered Mahindra's position as the market leader since its launch.

Mr Amit Sagar, Business Head, SCV Division, Mahindra & Mahindra Ltd., said, "The Jeeto range has successfully upheld Mahindra's commitment and delivered on the brand's promise of higher mileage and higher profits, bringing prosperity to over two-lakh customers. We identified the transportation industry's evolving challenges and worked to meet customers' needs for inter and intra-city transportation. For more than two decades, Mahindra has been the market leader in the SCV segment. We will continue to bring new offerings to meet the changing needs of our customers, and we are also increasing production to keep up with the massive demand."

# Jeep to launch nex-gen Grand Cherokee in Nov

**J**EEP India will officially debut its fifth-generation Grand Cherokee in November bringing the iconic go-anywhere luxury SUV for the Indian customers. The all-new Grand Cherokee holds the credibility of being the most awarded SUV ever and the latest generation of the purpose-built SUV will be the most technologically advanced, premium and highly capable Jeep.

Jeep continues its aggressive product offensive with the Grand Cherokee announcement, on the heels of the Jeep Meridian, Compass, and the Wrangler, making it the fourth global SUV to be proudly made in India, the only country producing four nameplates outside North America.

As part of the Jeep brand's efforts to deliver a segment-leading technology and premium experience, the latest Grand Cherokee will come laden with a full suite of advanced driving assistance system (ADAS), full connectivity package with 24X7 dedicated assistance amongst a host of premium features that is poised to bring more to the customer than other luxury nameplates in the premium end of the SUV category.

# Jeep®





# BMW launches M5 Competition 50 Jahre M Edition



**C**ELEBRATING the 50th anniversary of the iconic BMW M GmbH, BMW India launched an exclusive '50 Jahre M Edition' of M5 Competition in India recently. Available as Completely Built-up Unit (CBU), this exclusive edition can be booked online.

BMW India had announced that it will launch 10 exclusive 50 Jahre M editions to celebrate the M sub-brand that stands for high-performance adrenaline gushing cars.

The BMW M5 Competition is a saloon offering the utmost in terms of luxury and comfort, while having a 4.4l twin turbo V8 roaring under the hood. The car provides unmatched performance features like retuned chassis, new shock absorbers, track mode, active M differential with centralised intelligent control, bespoke engine mounting, special M Sport exhaust system, M multifunction seats and set-up button that come together to offer even better driving dynamics and superior comfort levels. The limited edition is available at an attractive ex-showroom price of INR 1.79 crore.

The M5 Competition 50 Jahre M edition consists of the new BMW Individual lights shadowline that adds a dark-tinted accent to the Laserlight and the L-shaped light tubes connecting towards the kidney grille in narrow streaks. Sitting proudly above the kidney grille is the iconic 50 Jahre M emblem.

The V8 engine with M twin-power turbo technology under the bonnet of the new M5 Competition is the most powerful V8 offered by BMW's M Division. The engine generates maximum output of 625 hp and peak torque of 750 Nm with 0-100 kmph acceleration in just 3.3 seconds. The eight speed M steptronic transmission enables extraordinary short shift times and fast, precise responses to every nudge of the accelerator.

The exclusive edition comes with BMW Operating System 7.0 that includes 3D Navigation, a 12.3-inch fully digital instrument display behind the steering wheel and a bigger 12.3-inch Control Display. The smartphone holder integrated into the centre console allows inductive, Wireless Charging for mobile phones while the wireless Apple CarPlay® /

# MG Motor's ZS EV gets new colour variant

**M**G Motor India announced the introduction of a brand new interior colour to its all-new ZS EV exclusive variant. The car will now be available in dual-tone iconic ivory interiors. The company also announced the commencement of bookings for its new ZS EV Excite.

The ZS EV Excite offers customers a power-packed electric mobility experience with more than 75 connected features and the largest in-segment 50.3kWh battery with globally certified quality: ASIL-D, IP69K & UL2580. With 176 PS power, the all-new advanced technology battery offers a 461-km certified range on a single charge.

The car comes loaded with the largest-in-segment 25.7 cm HD Touchscreen Infotainment, along with a host of other segment-first features like a 360-degree all-around view camera and a Digital Key. The ZS EV Excite features a full digital cluster with the segment-best 17.78 cm embedded LCD screen and Hill Descent Control (HDC) for enhanced safety. To make drives smoother, the base variant also comes equipped with a Park+ native app for parking booking, and the MapmyIndia Online Navigation System with live traffic, live weather and AQI.





# Nissan Magnite is official car of T20 World Cup 2022

Nissan Motor India's Magnite has been announced as the official car of ICC Men's T20 World Cup 2022 held in Australia. The company associated with the International Cricket Council (ICC) for the seventh successive year as the official sponsor of the event.

Commenting on it, Mr Rakesh Srivastava, Managing Director, Nissan Motor India, said, "Nissan is delighted to continue our successful association with one of the most loved sporting events in the world as the official sponsor, with the big, bold, beautiful Nissan Magnite as the official car of the event. The Magnite continues to be the preferred choice of vehicle for customers in India and across 15 export markets and is the natural choice for the official car of the event".

Launched in December 2020, the Magnite (currently available at a starting ex-showroom price of INR 5.97 lakh), has witnessed phenomenal response from customers, with more than 1,00,000 cumulative bookings till date. The car is exported to over 15 countries with recent launches in Nepal, Bhutan, and Bangladesh.



# Lexus upgrades ES 300h model

LUXURY car maker, Lexus introduced the upgraded ES 300h model in India recently. A key model in the company's lineup, the vehicle is locally produced making India the fourth country to produce a Lexus globally.

The ES 300h has been the most successful for Lexus till date and is recognized for its elegant design, renowned quietness, class leading craftsmanship and self-charging hybrid electric powertrain. The new ES 300h will see further refinements that strengthen the qualities that range from in cabin tweaks to make efficient use of space for the discerning customers to enhanced tech enabled offerings for better operations to provide the amazing Lexus experience.

The ES 300h has been further improved with better aesthetics through seamless appearance. It comes with more storage space and easier accessibility around the center console in the inside, has dynamic voice recognition feature, ease of hands-free operation of the trunk, wireless Apple CarPlay and wired Android Auto as a standard feature in all Lexus cars and new 'profile function' for user to register their own customized multimedia settings for a more personalized experience.

Commenting on it, Mr Naveen Soni, President, Lexus India, said "The new enhanced ES will surely captivate our luxury consumers with newer technology and design by integrating elements of elegance and craftsmanship that will take us ahead in our attempt to providing the amazing Lexus experience".

The ES 300h exquisite variant will be available at a starting ex-showroom price of INR 59.71 lakh and the ES 300h luxury variant will be priced at INR 65.81 lakh.



**Mr Naveen Soni,**  
President,  
Lexus India





# Toyota starts project on flexi-fuel strong hybrid EVs

**T**OYOTA Kirloskar Motor started a pilot project on flexi-fuel strong hybrid electric vehicle technology in Delhi recently. During the launch, the Toyota Corolla Altis FFV-SHEV, that has been imported from Toyota Brazil for the project was unveiled

This initiative marks Toyota's first step to promote and create awareness on Ethanol as an important indigenous, carbon neutral energy pathway, along with the advanced strong hybrid electric vehicle technology of Toyota that can help India achieve true self-reliance and contribute towards the national target of carbon net-zero by 2070.

Further, as a part of this project, collected data will be shared with the prestigious Indian Institute of Science, for conducting a deeper study about the well-to-wheel carbon emissions of FFV / FFV-SHEV in the Indian context. In this regard, a Memorandum of Understanding was also signed between Toyota Kirloskar Motor (TKM) and the Indian Institute of Science, Bangalore.

The project was launched in the presence of Mr Nitin Jairam Gadkari, Union Minister of Road Transport and Highways, Dr. Mahendra Nath Pandey, Union Minister of Heavy Industries, Mr Bhupinder Yadav, Union Minister of Environment, Forest, and Climate Change and Mr Rameswar Teli, Minister of State for Petroleum & Natural Gas - Government of Delhi.

Also present on the occasion were key government dignitaries, high-ranking diplomats, industry leaders, academia along with senior executives of Toyota Kirloskar Motor, Mr Masakazu Yoshimura, MD & Chief Executive Officer, Mr. Vikram S Kirloskar - Vice Chairman, Mr. Vikram Gulati - Executive Vice President and Mr Sudeep S. Dalvi - Senior Vice President and Chief Communication Officer.

Being a pioneer in electrified technology and as a responsible corporate citizen, TKM will continue its relentless efforts and contribute to future innovations by sharing sustainable technological advancements in the green mobility space.



# Jaguar's F-Type to mark 75-years of sports cars

JAGUAR'S F-Type will celebrate the final model year and 75 years of the company's sports cars in 2023. On this occasion, the customers in India can choose the F-Type 75 special edition, powered by Jaguar's supercharged 331 kW 5.0-litre V8 engine, in both Coupé and convertible styles.

Featuring unique interior and exterior design elements, rich specifications and the unique paint option of giola green metallic, the special edition is a fitting celebration of combustion engine performance before Jaguar becomes a pure electric modern luxury brand from 2025.

The Jaguar F-Type features super-slim LED headlights while powertrain-specific exhaust pipes emerge from the rear diffuser. The four-cylinder model features a single, central, finisher while the 331 kW F-TYPE 75 V8 is identified by quad, outboard exhausts – the latter featuring subtle

etched R branding. The chassis of the F-Type 75 has been further enhanced by rear knuckles made from light, stiff aluminium die castings, which, together with larger wheel bearings deliver absolute precision control of the tyre contact patch, translating to even more connected steering feel. It also features a rear electronic active differential (EAD) to optimise traction.

The F-Type R-Dynamic and the special edition F-Type 75 are available in a range of powerful, responsive engines including four- and eight-cylinder options, with outputs from 221 kW (P300) to 331 kW (P450) offering outstanding driver reward and an unmistakable sound. The exclusively rear-wheel drive, the 221 kW, 2.0-litre turbocharged ingenium four-cylinder engine generates maximum torque from just 1 500 r/min, delivering exceptional throttle response throughout the rev range. It also enables acceleration from 0-100 km/h in only 5.9 seconds and a top speed of 250 kmph.

The 331 kW, 5.0-litre supercharged V8 delivers maximum torque of 580 Nm from 2500 rounds per minute. The F-Type 75 is available in rear-wheel drive and features an electronic active rear differential to optimise traction, and enables 0-100 km/h in just 4.6 s with a maximum speed of 285 kmph.





# Carzonrent to shift its entire fleet to EVs

**C**ARZONRENT launched EV initiative - 'Plug' - to transition its entire existing fleet of 5000 cars to Electric Vehicles (EVs) within the next 12 months. Through the initiative 'Plug', the company is planning to further expand its reach across different cities in the country by adding 20,000 cars to its fleet.

Carzonrent has already completed its discussions/ negotiations with major EV manufacturers and is set to induct EV fleets to service its corporate, airline, hotel, government/ PSU customers besides air travellers who are transiting from major airports in different cities across the country.

The company has successfully completed over 5000 trips in its pilot phase, testing its EV fleets' technology tools, charging stations, and battery performance. Simultaneously, it also collected consumer feedback on its EV fleet services across North, South, and East India to develop a more user-friendly service. Plug will service over 600 existing global and Indian business houses with over 3.5 million employees who will be able to use EV mobility services.

Mr Rajiv Kumar Vij, Founder, Carzonrent- Plug, said, "We at 'Plug' are working towards providing people with a sustainable mobility service. Our aim is to build a strong network of EV infrastructure across the country. Through our expansion plan, we will be enabling commuters to have more access to switch to EVs as their means of transportation."

Carzonrent has already collaborated with EV charging infrastructure firms like Fortum Charge and Drive India, a leading Nordic EV charging service provider, to set up charging stations pan India.

Carzonrent-Plug is committed to offering cleaner and more sustainable mobility solutions via its chauffeur-driven EV fleet for different mobility needs. Since its inception, the company has used proprietary technology tools for launching its operations across India, as they want to encourage all stakeholders to shift to electric vehicles.



## Varroc Engineering appoints new Global CFO

**V**ARROC Engineering Ltd. (Varroc), a global tier-I auto-component manufacturer, announced the appointment of Mr K Mahendra Kumar as the Group's new Chief Financial Officer recently. He joins Varroc Group from Tube Investments of India Ltd where he was Executive Vice-President and Chief Financial Officer for over five years.

Mr Mahendra Kumar has over 2 decades of experience working with large European and American MNCs and Indian conglomerates in diverse sectors such as chemicals, automotive, information technology, wind energy and elevators.



Mr K Mahendra Kumar



Mr Pradeep Puranam

## Pradeep Puranam joins Yulu as head of operations

**Y**ULU, India's largest shared electric mobility and battery-as-a-service (BaaS) company, announced the appointment of Mr Pradeep Puranam as Head - Revenue & Operations. In this role, Mr Puranam will focus on driving revenue growth and building efficient operations for the people, enterprise, & goods mobility segments using Yulu's products and services.

Pradeep will lead the enthusiastic team of city business heads, as well as central teams like Operations Design & Efficiency, and the Central Command Unit, which collectively have more than 500 members. He will be responsible for the revenue strategy and execution, scaling operations and launching the company's services in new cities.

## Apollo Tyres appoints new supply chain head

**A**POLLO Tyres appointed Mr Rajasekhara Reddy as the new supply chain group head for the Asia Pacific, Middle East & Africa (APMEA) region. Mr Reddy would be leading the regional SCM team, responsible for providing leadership and direction to the regional SCM function. He would be working with various stakeholders like sales, marketing, commercial and manufacturing teams in order to improve customer service levels, reduce costs and delivery of supply chain cross functional projects.



Mr Rajasekhara Reddy



Mr Ramashankar Pandey

## Ramashankar Pandey quits Hella Lighting India

Mr Ramashankar Pandey has resigned as the Managing Director of Hella Lighting India and as Member of the Global Executive Management of HELLA Germany, according to new reports.

Mr Pandey, who has over two decades of experience in the automotive industry, joined the German auto parts maker Hella as Director India in 2006 to build and lead the independent aftermarket startup operations in India and the SAARC countries. In 2010, he was elevated as Managing Director, Hella India Lighting Ltd, and in 2021 he took over as regional Head -Asia, Hella Germany - Special OE Division, and Member of its Global Executive Mgmt.



# Blue Energy Motors launches LNG-fuelled green truck

**B**LUE Energy Motors launched India's first Liquified Natural Gas (LNG) fuelled green truck at its newly inaugurated plant at Chakan, Pune recently. With a keen focus on developing LNG as an alternate-fuel, the company's heavy-duty and long-haul trucks powered by LNG are set to pioneer the green trucking revolution in India.

The 5528 4x2 truck were launched by Mr Anirudh Bhuwarka, CEO, Blue Energy Motors, in the presence of Mr Gerrit Marx, CEO, Iveco Group, and Mr Sylvain Blaise, President Powertrain, Iveco Group.

The Blue Energy Motor's 5528 truck uses FPT Industrial multipoint stoichiometric combustion engine to ensure best-in-class fuel consumption and lower noise than diesel engines. With 280hp power and 1000Nm torque, it is one of the most powerful natural gas trucks in the Indian market and is compatible with CNG, LNG, and biomethane.

The 5528 4x2 truck has the industry's first 1000-lt fuel tank which provides the range of up to 1400 km in a single fill. Given this long range, issues pertaining to range anxiety are well taken care of and with the upcoming LNG dispensing network, sufficient coverage across key routes in the country will be available without need of frequent refilling.

Speaking on the occasion, Mr Anirudh Bhuwarka said, "We at Blue Energy Motors aim to decarbonize the environment by providing an immediate solution and breaking the barriers of economic returns.

Mr Sylvain Blaise said, "India is one of the largest vehicle markets in the world and our cutting-edge technology and natural gas engines are key enablers of the ecological transformation and generating value for the transport operators."



**Mr Anirudh Bhuwarka**  
CEO, Blue Energy Motors

**Mr Sylvain Blaise**  
President Powertrain, Iveco Group.

# Apollo's Apterra Cross is preferred choice of hybrid SUVs

**A**POLLO Tyres' new product Apterra Cross has become the preferred choice of hybrid Sports Utility Vehicles (SUVs) in India. Toyota's Urban Cruiser Hyryder and Maruti Suzuki's Grand Vitara have been launched on Apollo's Apterra Cross tyres. Both the hybrid SUVs has Apterra Cross as their standard fitment in 17-inch tyre size. Apollo Tyres is an exclusive supplier to both the auto makers for these hybrids as of now.

Apollo's Apterra Cross, which is the first dedicated range of tyres catering to the (C)SUV segment in India, is an outcome of an in-depth research of the exact usage patterns of (C)SUV owners/drivers. The tyre performs brilliantly under all conditions – from the quietest and most comfortable rides to the extra durability that ensures no compromises even when travelling through the bad patches of roads.

Commenting on it, Mr Satish Sharma, President, Asia Pacific, Middle East and Africa (APMEA), Apollo Tyres Ltd, said "Both Toyota and Maruti Suzuki choosing Apterra Cross for their hybrid SUVs is a testimony to our efforts of upgrading our product technology. With several of our products coming as standard fitment in compact SUVs in India, we are clearly dominating this segment of passenger vehicles."

The Apterra Cross with its aggressive design, is by far the best-looking tyre in the market for CSUVs. These tyres have twin steel belt, with JCP protection, for high puncture resistance, while the high abrasion resistant multi polymer blend used for the tread, ensures longer tyre life. The rounder contact patches of the tyres provide maximum ride comfort and ensures low noise generation. The block-based design, with connected shoulder blocks, ensures high level of road grip, while the balanced stiffness of tread blocks in lateral and longitudinal direction, provides best-in-class handling and braking performance.





# Maruti Suzuki Subscribe expands to five new cities

**M**ARUTI Suzuki India Ltd announced the expansion of its Subscribe programme to cover five new cities. With this expansion, the programme is now available in the cities of Chandigarh, Ludhiana, Lucknow, Nagpur and Vishakhapatnam taking the total network coverage of Maruti Suzuki Subscribe to 25 cities in the country.

In the five new cities, Maruti Suzuki Subscribe will be offered on the marketplace platform in association with its Subscription Partners ALD Automotive and Quiklyz. The programme will be offering white plate subscription for the entire Maruti Suzuki range of vehicles through one or more of its subscription partners. Subscription tenures can range from 12 to 48 months.

Commenting on the latest expansion, Mr Shashank Srivastava, Senior Executive Officer, Marketing and Sales, Maruti Suzuki India Ltd, said, "Since its introduction two years ago, the Maruti Suzuki Subscribe programme has garnered tremendous response from customers. The Subscribe programme is well suited for today's asset-light generation who prefer flexible buying decisions."

Maruti Suzuki Subscribe is a programme wherein customers can enjoy owning a car without buying a vehicle. It allows customers to opt for cars from the range of Maruti Suzuki vehicles, choose from multiple tenure options, at an all-inclusive fixed monthly rental. The monthly rental includes the cost of the vehicle, registration charges, vehicle maintenance and service, insurance (new and renewals), along with roadside assistance. Once the tenure is over, the customer has an option to upgrade to a new car, or avail the option of buying back the subscribed car. The service also offers the customers the option of foreclosing the subscription during the tenure.



# MG Motor upskills 10,000 chauffeurs

**A**CHIEVING a new milestone, MG Motor India finished training of 10,000 professionals under the Saarthi programme. The programme was started in 2021 with an aim to bring chauffeurs of MG customers up to speed with latest technologies offered by MG cars in accordance with the vision of CASE (Connected, Autonomous, Shared, and Electric).

In a ceremony organised in Noida, Mr Ganesh Prasad Saha, Deputy Commissioner of Police (Traffic), graced the event and felicitated the participants. By upskilling more than 10,000 chauffeurs across India, MG Saarthi works on familiarizing the participants with advanced features in the MG cars. The sessions comprise of lessons around safe vehicle operations and road safety techniques for driving responsibly. Customers can sign up their chauffeurs for the training, free of cost.



## MG Motor starts Sewa - Saarthi programme to empower women

**S**HOWING commitment to women's empowerment, MG Motor India launched a motor driving vocational training programme - MG Sewa – Saarthi - for women from economically weaker sections in the Vadodara district recently. The programme is in partnership with Wings to Fly, an Ahmedabad-based NGO and Vadodara Police.

Under the programme, around 70 women will receive comprehensive driving skills training covering theoretical and practical aspects in three months period. Upon completing the training programme, they can obtain their driver's license and receive grooming and soft skills training. These sessions will cover several important topics, including communication, technology, behaviour, and time management.

Announcing the initiative, Mr Yeshwinder Patial- Director- HR- MG Motor India, said, "Enhancing the skills of women will enable 'MG Sewa - Saarthi' to lead them to self-reliance. Our organization believes that such initiatives will contribute to society's sustainable development goals. Our constant endeavour is to curate a path by embracing a more realistic perspective."





# Tata Motors to supply 200 e-buses for J&K smart cities

**T**ATA Motors, India's largest commercial vehicle manufacturer, has won the tender of 200 electric buses, floated by Jammu Smart City Ltd for Jammu and Srinagar smart cities. The company has entered into a strategic collaboration for the deployment of the electric buses in twin capital cities of Jammu and Srinagar. The collaboration is a part of an initiative of Housing and Urban Development Department, Government of Jammu & Kashmir to establish an environmentally, socially and financially sustainable network of public transport for Jammu and Srinagar.

Around 150 units of 9-metre and 50 units of 12-metre Tata Motors' Starbus electric buses will be supplied as part of the Government of Jammu & Kashmir's initiative for environmentally friendly public transportation. As part of the contract, the company will supply, operate and maintain the electric buses for a period of 12 years.

Commenting on it, Mr Arun Mehta, Chief Secretary, Govt. of Jammu & Kashmir, said, "With a major paradigm shift towards clean public transport, the citizens of Jammu and Srinagar need a green mobility solution. We are happy to reinstate our association with Tata Motors for our public transportation needs. These electric buses will not only be a medium to commute, but will also be an enabler towards creating an eco-friendly Jammu & Kashmir."

Since 2019, Tata Motors' 40 electric buses have been plying in Jammu & Kashmir along with a cumulative supply of 715 electric buses across multiple cities in India, which have collectively clocked more than 40 million kilometres, with an uptime of over 95 pc. As part of a tender floated by Convergence Energy Services Limited (CESL), the company has already received orders for 1,500 electric buses from Delhi Transport Corporation (DTC), 1,180 electric buses from West Bengal Transport Corporation (WBTC) and 921 electric buses from Bengaluru Metropolitan Transport Corporation (BMTCL). Tata Motors' state-of-the-art research and development facilities have steadily worked to engineer innovative mobility solutions powered by alternate fuel technology, including battery-electric, hybrid, CNG, LNG and Hydrogen Fuel Cell technology.



# Volvo rolls-out first e-SUV from Bengaluru plant

**A**CHIEVING a new milestone, Volvo Car India rolled out its first assembled in India, luxury all-electric SUV XC40 Recharge from its Hoskote plant near Bengaluru recently. This is a major milestone in the company's commitment to become all-electric by 2030.

Mr. Jyoti Malhotra, MD, Volvo Car India, flagged off the first XC40 Recharge in the presence of its Mr. Pascal Kusters, Volvo Car Plant Head, and other members of the team.

Mr. Jyoti Malhotra said "We had in May this year announced that we would commence local assembly of our all electric offering the XC40 Recharge and today we witnessed the first car rolling off the assembly line at our Hoskote plant. Historic as this is, the event further strengthens our commitment of offering the Indian market a new electric model every year. The rollout is also a step in the right direction towards our goal of becoming an all-electric company by 2030."

"It is a new milestone reached at the Indian plant. Our journey to all electric luxury car maker in India begins with this roll-out. With this roll out we have shown that Volvo Car is always committed to offering the best in technology and sustainable mobility solutions," said Mr Pascal Kusters.

Launched at INR 55.90 lakh (ex-showroom) in July this year, the XC40 Recharge received an overwhelming response from luxury car buyers in India and the company recorded online bookings of 150 cars within hours of opening of bookings. The car gives a phenomenal mileage of four hundred kilometres plus on a single charge. This feature has boosted consumer confidence and firmly dispelled misconceptions about EV range.



**Mr. Pascal Kusters**  
Director Volvo Car Bengaluru at Volvo Car Group

**Mr. Jyoti Malhotra**  
MD, Volvo Car India



# BMW Motorrad delivers 1000 G 310 RR bikes

**P**ROVING to be a big success, BMW Motorrad India recently delivered more than 1000 units of its latest offering in the sub-500 cc class – the G 310 RR sports bike in 100 days. The smart road racer was launched on 15 July this year. Moreover, an additional 2,200 bookings have been collected during the festive season from eagerly waiting Motorrad enthusiasts.

Commenting on the model's success, Mr Vikram Pawah, President, BMW Group India, said, "As the third member of the G 310 family, the first-ever G 310 RR has achieved a stunning level of success in its segment. The model is the sportiest and most desirable sports bike in the sub-500 class, a sure shot winner just like its siblings. BMW Motorrad astonishing performance in India is a testament that we understand the pulse of motorcycle enthusiasts. We answer every requirement with purpose-built, unparalleled products that have gained the affection and trust of the motorcycling community. The company will continue this unabated journey of growth on the back of robust demand, great service and most importantly, its spirit to never stop challenging."

India is the first country to welcome the third and latest member of highly successful BMW 310 model series. The first-ever G 310 RR proudly inherits the original road racing genes that have fascinated sports bike enthusiasts with unlimited adrenaline rush on tarmac. With the combination of a stunning superbike design and modern technology, it is an ultimate riding machine - a best companion on racetracks and city roads alike.

The G 310 R, BMW G 310 GS and the BMW G 310 RR have been developed in Munich, Germany by the company and are locally produced by cooperation partner TVS Motor Company in Hosur, India. The range of BMW Motorrad motorcycles available in India as completely built-up units (CBU) include: Sport –M 1000 RR, S 1000 RR, R 1200 RS, HP4 RACE; Adventure –R 1250 GS, R 1250 GS Adventure, S 1000 XR, F 850 GS, F 850 GS Adventure; Roadster – BMW S 1000 R, R 1250 R; BMW F 900 R; Heritage – R18 Classic, R nineT, R nineT Scrambler, R nineT Racer and Tour –R 1250 RT, K 1600 GTL, K 1600 B, K 1600 Grand America and Urban Mobility –C 400 GT.

The BMW Motorrad authorized dealer network is present across important centers in India including Delhi, Mumbai, Pune, Chennai, Bengaluru, Ahmedabad, Kochi, Hyderabad & Vijayawada, Indore, Lucknow, Chandigarh, Jaipur, Raipur, Cuttack & Kolkata, Ranchi and Thane.



# CEAT and Royal Enfield organize friendship rides



**L**EADING tyre manufacturer CEAT Ltd and premium motorcycle manufacturer Royal Enfield celebrated their long-standing friendship by organizing 'friendship rides' among the community of riders. The friendship rides were scheduled in five major cities - Pune, Kolkata, Bangalore, Hyderabad, and Delhi.

The rides focused on educating riders about safe riding practices that will enable them to have a better riding experience. XBhp's community of experienced riders and influencers also participated in the rides. During each ride, the riders assembled at CEAT Shoppes for the checks before heading to the Royal Enfield showroom for an educational presentation on riding, safety measures and training. The experienced riders from the XBhp community shared their experience with the other riders during the presentation.

Commenting on the initiative, Mr Lakshmi Narayanan B, Chief Marketing Officer, CEAT Ltd. said, "We have a long-standing association with Royal Enfield and this 'Friendship Rides' initiative further strengthens our engagement with the riders and Royal Enfield. Rides as an adventure activity is picking up in India and while the joy of riding is central, CEAT tyres plays an integral role in delivering confidence and safety during the journey for every rider across country. In line with our brand philosophy of safety the 'friendship rides' maintains safety and security of the riders as the utmost priority. We look forward to more such initiatives in the near future."

CEAT is the tyre partner for numerous Royal Enfield bikes, which includes RE's flagship model, Continental GT 650, Classic 350, Himalayan, Meteor 350, etc.



# Toyota's employees win medal at WorldSkills Competition 2022

TOYOTA Kirloskar Motor's employees, Mr. N Akhilesh and Mr. S N Karthik Gowda, trained at Toyota Technical Training Institute (TTTI) made the nation proud by winning a bronze medal at the Mechatronics Skills during the WorldSkills Competition 2022 held in Germany recently. Having first been selected through an internal skill competition, they made it to the District, Zonal, State, Regional and IndiaSkills competition before reaching the WorldSkills arena.

The participants were selected through a nationwide screening process under the aegis of National Skill Development Council (NSDC) and Electronics Sector Skills Council of India (ESSCI). Participants from 26 Countries including India, Japan, Korea, Chinese Taipei, Germany, Switzerland, United Kingdom etc. showcased their skills during the WorldSkills competition. In the Mechatronics Skills category, India won the bronze, Chinese Taipei bagged silver and Japan received gold.

Mr. G. Shankara, Vice President, Human Resources and Services from Toyota Kirloskar Motor (TKM) said, "Mr N Akhilesh and Mr. S N Karthik Gowda's win at the WorldSkills has given our skill development initiatives a much-needed boost. At Toyota, we are dedicated towards developing a self-sufficient and globally competitive value chain by making significant efforts and investments in human development. Toyota's human development efforts stem from the company's belief that its most valuable asset is its people and these initiatives contribute towards our mission of 'Producing Mass Happiness for All' by sharing knowledge and developing young people into world-class technicians. As a result, we believe in promoting skill development as the foundation for realizing Atmanirbhar Bharat. We thank Government of Karnataka and Government of India for promoting and developing young minds through the Skill India Mission."

So far, TKM has trained over 77,360 employable youths through a variety of skill development initiatives. It is currently working on establishing one Industrial Training Institute (ITI) in each district of the 31 districts in Karnataka. The company continues to train students in 53 institutes across 22 Indian states through the Toyota Technical Education Program (TTEP). The primary objective of the TTEP initiative is to enhance the student's skill sets which will strengthen the talent pool from the grass root level. Along with this, Toyota dealers also support by providing On-the-Job training to these students. TKM also has collaborations with the governments of Karnataka, Kerala, Odisha, Tamil Nadu, Maharashtra, Haryana, New Delhi, and Telangana to provide skill development to students and faculty members.



Mr. Likith Kumar

# Tata Motors partners Tata Power for 7 MW solar project



**Mr. Anal Vijay Singh**  
Plant Head, Pantnagar Plant, Tata Motors,

**Mr Shivram Bikkina, Chief**  
Solar Rooftop Business, Tata Power,

**R**EAFFIRMING its commitment towards promoting sustainable manufacturing, Tata Motors and Tata Power signed a Power Purchase Agreement (PPA) for a 7 MW captive solar power project at its Pantnagar plant in Uttarakhand recently. Collectively, this installation is expected to generate 215 million units of electricity, potentially mitigating over 1.7 lakh tonne of carbon emissions that is equivalent to planting over 2.72 lakh teak trees over a lifetime.

Mr. Anal Vijay Singh, Plant Head, Pantnagar Plant, Tata Motors, said "Having won several awards, our Pantnagar plant has always been lauded for its efforts to reduce greenhouse gas emissions in order to achieve net-zero emission goal. The plant has been recognized across the industry for its long-successful energy conservation measures. With this agreement, we will further strengthen our journey towards a cleaner and greener future."

Commenting on it, Mr Shivram Bikkina, Chief – Solar Rooftop Business, Tata Power, "We are especially happy to be a part of the Pantnagar plant that makes Tata Ace, one of the most successful commercial vehicles of the country. We expect to expand our collaboration in the coming years"

Tata Power is working closely with Tata Motors on installing solar rooftop projects at some of their plants in India. These projects represent a significant step towards building a resilient and sustainable future for these manufacturing plants. To date, Tata Power has cumulatively installed 45 MW of solar rooftop across Tata Motors' PV and CV plants in Pune, Pantnagar, Jamshedpur and Dharwad.

Tata Motors plans to obtain renewable energy with greater rigour to reach its goal of procuring 100 pc renewable energy by 2030. In FY22, across all its plants in India, the company generated 92.39 million kWh of renewable electricity for its manufacturing operations, which is 19.4 pc of the total power consumption, leading to an avoidance of 72,992 metric tonnes of carbon dioxide equivalent and financial saving of Rs. 27.37 crore.



# Maruti Suzuki crosses 2.5 cr production milestone

**M**ARUTI Suzuki India Ltd achieved cumulative production of over 2.5 crore (25 million) units recently becoming the only Indian company to have achieved this significant milestone in passenger vehicle production.

Maruti Suzuki began its operations in 1983, with its first production facility in Gurugram, Haryana. Today, the company has two state-of-the-art manufacturing facilities, located in Gurugram and Manesar in Haryana. Both the facilities together are capable to produce 1.5 million units per annum.

With its first car, the iconic M800, Maruti Suzuki won many hearts and became a household name. Over time, the company adapted to the changing needs of its customers and environment, and scaled up its capability to offer feature rich, technologically advanced and environment friendly vehicles.

Mr. Hisashi Takeuchi, Managing Director & CEO, Maruti Suzuki, said, "2022 marks 40 years of Suzuki's partnership with the people of India. Crossing of 25 million cumulative production milestone this year is a testimony of Suzuki's continued commitment and partnership with the people of India. I take this opportunity to express my gratitude to all employees of Maruti Suzuki, our vendor partners and dealer partners. It is with their commitment and support that Maruti Suzuki has been able to fulfil the dreams of millions of people to own a car. Going forward, we will continue to work towards our goal of offering 'Joy of Mobility' for all. Anticipating growing demand for passenger vehicles, we have also started work on setting up a new manufacturing facility in Kharkhoda, Haryana."

Aligned to the Government of India's vision of Make-in-India, the company has over the years, strengthened its exports. It offers a choice of 16 passenger vehicle models for its customers in India while also exporting to around 100 markets worldwide.



**Mr. Hisashi Takeuchi**  
Managing Director & CEO,  
Maruti Suzuki



# SPREADING WINGS



## BYD inaugurates PV showroom in Mohali

**B**YD India, leading new energy vehicle manufacturer, announced the opening of its first passenger vehicles showroom in Mohali and eighth showroom across India recently. The showroom is managed by Krishna BYD. The showroom was inaugurated by Mr Sachit Passi, Partner, Krishna BYD and Mr Sanjay Gopalakrishnan, Senior Vice President of Electric Passenger Vehicle Business, BYD India.

Spread across 3500 square feet, the showroom with 3S facility (Sales, Service & Spares) has well-trained technicians, service equipment, service bays, EV charging stations, a customer lounge and a showroom display floor, offering customers the best in-store experience.

Speaking on the occasion, Mr Sanjay Gopalakrishnan, said, "Close on the heels of announcing the launch of our premium electric SUV, BYD ATTO 3, India's First sporty born e-SUV, we are thrilled to announce our eighth showroom in the country in Mohali. We are thrilled to enter the city with our first passenger vehicle showroom as it is one of the key markets for the company."



## Isuzu Motors opens new showroom in Pune

**E**XPANDING the brand touchpoint for its customers, Isuzu Motors India inaugurated a new showroom in Pune recently. The showroom owned by Bavaria Isuzu has a thematic vehicle display and will sell the range of D-Max pick-ups (lifestyle and commercial) and mu-X SUV.

The handover of two units of the renowned D-Max V-Cross and S-CAB pick-ups, marked the start of sale from this new outlet. Speaking at the inauguration, Mr Toru Kishimoto, Deputy MD, Isuzu Motors India, said, "Pune continues to be one of the key growth cities for Isuzu in the country. The city is also home for many auto-enthusiasts who appreciate the reliability and versatility of Isuzu lifestyle vehicles."





## Jitendra New EV Tech expands network in India

**E**XPANDING its dealership network in the country, Jitendra New EV Tech (JEV) inaugurated 10 new dealerships in Bihar, Delhi, Gujarat, Madhya Pradesh, Maharashtra, and Tamil Nadu recently. The new 3S (Sales, Service, and Spares) dealerships are equipped with modern features and amenities to ensure a seamless customer experience and also offer insurance, finance and exchange facilities.

The Nashik-based EV brand offers a broad range of new-age electric two-wheelers aimed at new-age customers. Visitors to the new showrooms will be able to experience the entire JEV portfolio which currently includes four models, namely, JMT 1000, JET 250XL, JMT Classic, and JET 320, and several sub-variants.



## Volkswagen opens new touchpoint in Agra

**V**OLKSWAGEN Passenger Cars India announced the opening of its new state-of-the-art sales & service touchpoint in Agra city recently. Operated under the able leadership of Mr Hari Mohan Garg, CMD, NRL Group, the new touchpoint will cater to the premium mobility requirements of aspirational customers in the region.

The 6-car display area in the showroom will showcase SUVW Taigun, the Virtus and the global best-seller, Tiguan. The facility comprises of 7-bay service area including the body and paint shop, that will cater to the service and maintenance requirement of our esteemed customers. Mr. Ashish Gupta, Brand Director, Volkswagen Passenger Cars India, said, "With the inauguration of the new touchpoint in Agra, we are on-track towards being accessible in important markets across the country."

In Uttar Pradesh, Volkswagen has a total of 09 sales and 07 service facilities across the region. With this, the total network strength of the brand in India stands at 154 sales and 122 service touchpoints across 116 cities.



## Vaan Moto gets its first e-bike lounge in Mumbai

**P**REMIUM lifestyle e-mobility start-up, Vaan Moto opened its first exclusive e-bike (bicycle) lounge plus showroom in Mumbai recently. The company was globally launched at the famed EICMA motorcycle show held in Italy.

Vaan Moto has partnered with leading players in this segment, including Benelli of Italy and Kiska of KTM from Austria. While the start-up designs these electric bicycles, Benelli supplies components, and Kiska helps with the branding.



The company also launched two e-bike models – UrbanSport and UrbanSport Pro (limited edition) – that feature a unisex compact frame, 20-inch wheels, detachable batteries, indicator lighting, etc. These bikes can operate in three modes - normal pedaling, pedal-assist, and throttle.

## BharatBenz marks 300th touchpoint in India

**D**AIMLER India Commercial Vehicles Pvt. Ltd. (DICV), a wholly-owned subsidiary of Daimler Truck AG ("Daimler Truck"), announced the inauguration of its 300th sales and service touchpoint in India recently. Coming closer to its customers, the company further expanded its sales and service footprint in the western region by adding 10 new touchpoints in partnership with Autobahn Trucking.

The 300th touchpoint of BharatBenz network was inaugurated at Loni in Pune. The other newly inaugurated touchpoints are in Sangli, Baramati, Goa, Solapur, Malegaon, Alephata, Talegaon, Indapur and Kudal. Earlier this year, BharatBenz and Autobahn expanded their reach in Maharashtra by inaugurating sales and service touchpoints in Chakan, Nashik and Satara. The partnership is committed to opening a total of 25 touch points in the state by the end of 2022.





# Hero MotoCorp to start operations in Philippines

**M**OVING ahead with its aggressive global expansion plans, Hero MotoCorp, the world's largest manufacturer of motorcycles and scooters, is set to commence operations in the Philippines. For this, the company has tied up with Terrafirma Motors Corporation (TMC),

one of the leading and most experienced automotive group, to bring its globally popular motorcycles to the country.

As part of the partnership, TMC will be the exclusive assembler and distributor of Hero MotoCorp motorcycles in Philippines. The company will set up an assembly facility of 29,000 sq. mtrs in its existing state-of-the-art principal manufacturing facility situated in Laguna City and start its operations in the second half fiscal year 2024.

Mr Sanjay Bhan, Head of Global Business, Hero MotoCorp, said "In keeping with our R4 (Recalibrate, Revitalise, Revolutionise and Revive) strategy, we are always keenly exploring new opportunities in global markets. Our partnership with Terrafirma Motors Corporation (TMC) to enter the Southeast Asian region is an integral part of this expansion strategy. The trust and technology prowess of Hero MotoCorp combined with TMC's automotive expertise and network in Philippines will definitely create an impact and strengthen our footprint in this key market."

Mr Bienvenido Sanvictores Santos, Chairman, Terrafirma Motors Corporation, said, "This is a coming together of two visionary companies and the new partnership will lead us to new horizons by enabling us to deliver modern, technologically superior and eco-friendly mobility solutions to our customers here."

Hero MotoCorp' global footprint spans across 43 countries in Asia, Africa, Middle East, and South & Central America. Hero MotoCorp has eight state-of-the-art manufacturing facilities, including six in India, and one each in Colombia and Bangladesh.

Earlier this month, Hero MotoCorp launched its first Electric Vehicle (EV), the VIDA V1 in India. The development and production of the VIDA V1 follows all-encompassing approach to sustainability involving compliance with strict environmental and social standards in the extraction of raw materials, plus the use of electricity from renewable sources and a high proportion of recycled materials in the mix.



# Honda Cars rolls-out 2-millionth unit from Tapukara plant

**H**ONDA Cars India Ltd (HCIL), leading manufacturer of premium cars in India, recently celebrated two-million cumulative production milestone in India with the rollout of the 2,000,000th unit – a Honda City – from the assembly line at its state-of-the-art manufacturing plant in Tapukara – Rajasthan.

The milestone event was attended by senior leadership from Honda's Regional Office including Mr Hiroshi Tokutake, Executive Vice President, Asian Honda Motor Co., Ltd. and Mr. Katsuhiro Kaneda, Director, Asian Honda Motor Co., Ltd. along with the HCIL management team.

HCIL began production operations in Dec 1997 with a focus on offering premium and world class products for its customers in India. The two-million milestone also reiterates the company's commitment towards the "Make in India" vision of Govt. of India.

Speaking on the occasion, Mr Takuya Tsumura, President & CEO, Honda Cars India Ltd, said, "The historic milestone of two-million production rollout in India is a testimony to Honda's commitment to the 'Make in India' initiative for the last 25 years. We express our sincere gratitude to all our customers, dealer partners and supplier partners for their confidence in us and making Honda a very loved and trusted brand in the country. Our state-of-the-art manufacturing operations in India are equipped to manufacture automobiles and components of global quality standards for supply to both domestic and export markets."

Honda's models, over the years, have always showcased the company's global DNA, best tailored to meet the needs and requirements of Indian customers. The company's product lineup includes premium sedan Honda City e-HEV, City, family sedan Amaze, premium hatchback Jazz and the sporty WR-V.

HCIL not only build automobiles in India to meet the needs of customers here but also serves as a key export base for the company – for both completed vehicles and components. It currently exports made in India Honda City and Honda Amaze to over 15 markets across the globe. The company has cumulatively invested over Rs 10,000 crore since setting up its operations in India. It values customer experience and strives to provide the finest services to every customer from its 330 dealership facilities spread over 242 cities across India.





# IHCL installs 224 EV charging points

INDIAN Hotels Company (IHCL), India's largest hospitality brand, in line with Paathya, the company's ESG+ framework to drive its sustainability and social impact measures, installed 224 electric vehicle (EV) charging stations at 92 of its properties. These EV charging points, in collaboration with Tata Power, are present across various Taj, SeleQtions, Vivanta, Ginger and amā Stays & Trails properties across the country.

Speaking about this initiative, Mr Gaurav Pokhariyal, Executive Vice President – Human Resource, IHCL, said, "The installation of the EV charging points is in line with our focus on environmental stewardship, which is one of the key pillars of Paathya. Today, we are seeing a major paradigm shift across the globe as an increasing number of people are gravitating towards alternative or less energy-intensive options of transport. At IHCL, we will continue our endeavour to embrace green sources of energy while making sustainability measures easily accessible for our customers."

These chargers can be accessed by the guests staying at various IHCL properties, allowing them to experience the reliability and worry-free facility, while discovering breath-taking destinations across the country. With this initiative, driving vacations in electric vehicles will now be even more accessible.



# Matter to launch its first sports e-bike

**M**ATTER, a technology start-up, will launch its first electric sports motorcycle in November this year. Perfected for trailways and roadways, the e-bike has been designed and engineered with a ground-up approach, coupled with strenuous product testing to ensure safety and reliability.

The initial batch of the upcoming electric sports motorcycle will be assembled at the company's new Changodar plant in Ahmedabad. The manufacturing facility spread across 2,00,000 sq ft will produce 60,000 units with an expansion capacity of 2,00,000 units per annum. In the coming years, the company will directly and indirectly employ 1000 people.

The company is planning to enter the market with an omnichannel approach via its experience centres and dealership model, with the goal of providing connected experiences to its prospective customers. The distribution network will be created in four phases, beginning with tier-1 markets followed by pan India.

Mr Mohal Lalbhai, Group Founder and CEO, Matter, said, "We believe we've built something incredibly unique for riders to enjoy, and we're delighted to finally see it in action as a completely indigenous bike. Motorcycles, as a category in the electric two-wheeler world, are completely untapped and yet to flourish. We are proud of our work and now can't wait to show it to the consumers."

Mr Arun Pratap Singh, Group Co-Founder and COO, Matter, said, "EV is still at a nascent stage, and it is imperative that we invest in an omnichannel experience that builds brand affinity and trust amongst prospective consumers and the larger EV enthusiast community over the long term. We plan to work with our network partners to help consumers understand more about the emerging category through the retail experience. Our aim would be to optimise all touchpoints for the best customer experience and not just on driving sales conversions."

Matter, over almost four years, has built an in-house hyper-scalable tech stack, focusing on the core components such as the drivetrain, electronics, battery systems, chargers, and connected experiences. Matter's vertically integrated approach has resulted in five granted patents. In addition to these granted patents, multiple patent applications are in pipeline for Matter Drive 1.0, Powerpack, Charger, Controls, and other related technologies.





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