

# AUTOGUIDE

India's Automotive Industry & Trade Journal

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## TOP 5 SPORTS CARS LAUNCHED IN 2023

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**Govt Slashes FAME-II Subsidy on Electric 2 Wheelers**  
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## Editor's Viewpoint

**The fusion of  
exhilarating  
sports cars and  
sustainable  
initiatives  
paves the way  
for a  
transformative  
journey.**

### India's Top Sports Cars and Green Initiatives

INDIA'S automotive landscape in 2023 is experiencing a thrilling transformation, with the arrival of six remarkable sports cars and a strong focus on sustainability. These cutting-edge machines promise unmatched power, precision, and style, redefining the thrill of driving. Simultaneously, companies are pioneering green initiatives, driving the transition towards a sustainable future. Let's delve into the world of high-performance automobiles and sustainable endeavors, witnessing the pinnacle of performance and a commitment to a greener tomorrow.

The McLaren Artura electrified Indian roads, combining breathtaking design with electrifying performance. The Lexus LC500h captured attention with its elegance and hybrid power, delivering a seamless blend of efficiency and performance. The Ferrari 296 GTS arrived as a symbol of Italian excellence, offering a thrilling combination of power and open-top driving. The BMW Z4 roadster showcased dynamic performance and iconic design, invoking a sense of freedom and exhilaration. The Mercedes-AMG A45 emerged as a pocket rocket, blending compact dimensions with explosive performance. These sports cars redefined India's automotive landscape, paving the way for a thrilling future of high-performance motoring.

Concurrently, sustainable initiatives gained momentum. The government reduced subsidies under the FAME-II scheme for electric two-wheelers, supporting the transition to greener transportation. Nissan Motor India introduced the Magnite GEZA Special Edition, enhancing the popular B-SUV with premium audio and infotainment features. Noteworthy companies like Yokohama India, HOP Electric Mobility, Lohum Cleantech, CarDekho Group, Revfin Services, and Godawari Electric Motors are actively contributing to a greener world through various innovative approaches.

As India's automotive landscape evolves, the fusion of exhilarating sports cars and sustainable initiatives paves the way for a transformative journey. Enthusiasts indulge in thrilling drives, while companies drive towards a greener future. The stage is set for a high-performance motoring experience and a sustainable transportation revolution.

*Enjoy reading*

# CONTENTS

## JUNE 2023

### COVER STORY

- 6 The Top 5 Exhilarating Sports Cars Revving into India's Roads in 2023

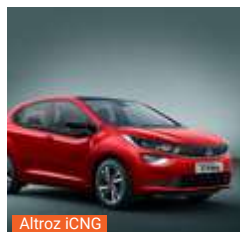


### LAUNCHES

- 9 Nissan introduces the Magnite GEZA Special Edition  
12 Lexus Launches Upgraded LC500H Luxury Coupe in India  
14 Tata Motors launches Altroz iCNG  
20 MG Motor India introduces the Advanced Gloster BLACKSTORM  
22 Tata Motors launches the New Nexon EV MAX XZ+ LUX  
46 MSIL Launches Jimny Off-Roader



Lexus



Altroz iCNG



MG Gloster Blackstorm



New Nexon EV MAX XZ+ LUX



Maruti Suzuki Jimny



Magnite GEZA

### ELECTRIC VEHICLES

- 15 MG ZS EV Dominates Resale Value  
28 Tata Motors Expects 1/3 of Car Sales to be CNG and Electric  
29 EV Manufacturing to Drive Real Estate Demand by 2030  
33 Greaves introduces an innovative platform for EV financing: "evfin"  
36 Electric One and RunR Mobility Forging Ahead  
43 Epsilon partners with KRI Inc



MG ZS EV



Tata Motors



### EXHIBITIONS

- 10 Upcoming Exhibitions Worldwide 2023-24

### COMMERCIAL VEHICLES

- 17 Tata Motors to supply 50 Magna buses to Vijayanand Travels  
30 Daimler launches 'BharatBenz Certified' pre-owned CV brand



### WOMEN POWER

- 13 BLive waives 50% franchise fees for women entrepreneurs nationwide  
40 Yokohama's First Women's Car Rally in Bengaluru

### SPREADING WINGS

- 41 Volkswagen Opens Eight New Touchpoints in 4 States  
Revolt Motors Expands Dealerships in Mumbai  
42 Honda and Scooter India opens BigWing in Panvel  
Yokohama opens 51st YCN-store in Tamil Nadu

## TWO WHEELERS

- 24 TVS Motor Unveils Special Pricing for iQube Scooter
- 38 FADA Urges GST Rate Reduction on Two-Wheelers
- 44 Komaki Redefines New EV Komaki TN 95



## EV - TWO WHEELERS

- 49 Simple Energy Delivers Super EV - Simple ONE



## SALES

- 8 The May Marvel  
Automotive Sales Skyrocket



## GOVT. INITIATIVES

- 37 Cabinet approves ₹17,000 crore PLI scheme for IT hardware



## GLOBAL EYE

- 45 Jeep Unveils Advanced AI & Autonomous Off-Road Tech

## REPORTS

- 11 E-scooter Industry Faces Subsidy Reduction & Price Hikes
- 16 World Environment Day



## COMPANY NEWS

- 27 Minda Corpn Exceeds Industry Growth
- 48 TKM Ramps-up Production



## ACHIEVEMENTS

- 31 CNBC TV18 Honours Late Mr. Vikram Kirloskar

## CARS

- 26 JLR Unveils New Corporate Identity
- 34 Honda SUV ELEVATE makes World Debut in India



## PEOPLE

- 25 Mercedes-Benz USA announces three key executive appointments  
Hyundai appoints Yong Wha Kim as head of R&D Division

## INITIATIVES

- 35 Renault Nissan strides towards 2045 Carbon Neutrality
- 50 Tata Motors Launches 'EVOLVE' Program for Tata EV Owners

## OIL & LUBRICANTS

- 19 Lumax Auto Technologies enters Lubricant and Coolant Market.
- 47 Mobil signs Hrithik Roshan as new brand ambassador

## PARTNERSHIPS

- 21 MG Motor and Jio Platforms Redefine "In-Car Experiences"
- 23 TKM partners with Supercross League
- 32 MG and LOHUM Partners for 'Second Life' EV Battery Solution
- 39 Yulu and Prestige Group Partners for Green Mobility



### SUBSCRIPTION RATES

One Year	Two Years	Three Years	Single Copy
Rs.1000	Rs.1800	Rs.2500	Rs.100

Autoguide is a monthly trade journal focused on automotive industry news published 12 times in a year.

The views and opinions expressed in the articles printed in this journal do not necessarily represent that of the Editorial Board.



Edited, Published and owned by M.P. Malhotra.  
Printed at Options Printofast, 64, Patparganj Industrial Area, Delhi-110092 and Published at 608, Ansal's Imperial Tower, C-Block, Naraina Vihar, New Delhi-110028 Phone (011) 41051000, Website: [www.autoguideindia.com](http://www.autoguideindia.com) E-mail: [autoguide@autoguideindia.com](mailto:autoguide@autoguideindia.com)

# The Top 5 Exhilarating Sports Cars:

## Revving into India's Roads in 2023

INDIA'S automotive landscape is set ablaze with excitement as five remarkable sports cars make their grand entrance into the market in 2023. Enthusiasts and speed aficionados are in for a treat, as these cutting-edge machines promise an unrivaled blend of power, precision, and style. From sleek silhouettes to roaring engines, these automotive marvels are poised to redefine the thrill of driving. Join us as we dive into the realm of high-performance automobiles and uncover the top five sports cars launched in India this year, each offering a unique experience that transcends boundaries.

### McLaren Artura:

Combining electrifying performance and breathtaking design, the McLaren Artura wowed Indian roads with its innovative hybrid powertrain. Its twin-turbocharged V6 engine combined with an electric motor produced a staggering 671 horsepower, providing exhilarating acceleration. The Artura's lightweight construction, aerodynamic enhancements, and driver-focused interiors exemplified McLaren's relentless pursuit of automotive perfection.



### Lexus LC500h:

Exuding elegance and sophistication, the Lexus LC500h captured the attention of discerning Indian drivers with its striking design and hybrid performance. Powered by a hybrid powertrain combining a 3.5-liter V6 engine with an electric motor, the LC500h delivered a seamless blend of power and efficiency. Its luxurious interiors, crafted with meticulous attention to detail, provided a serene and comfortable driving experience, making every journey a true indulgence.



## BMW Z4:

The BMW Z4 roadster made a statement on Indian roads with its dynamic performance and iconic design. Equipped with a range of powerful engine options, including a turbocharged 3.0-liter inline-six, the Z4 delivered an invigorating driving experience. Its sleek and aerodynamic silhouette, retractable hardtop, and driver-focused cockpit blended together seamlessly to create an unrivaled sense of freedom and exhilaration.



## Mercedes-AMG A45:

Combining compact dimensions with explosive performance, the Mercedes-AMG A45 emerged as a pocket rocket on Indian streets. Its turbocharged 2.0-liter four-cylinder engine unleashed a formidable 421 horsepower, making it the most potent hatchback in its class. The A45's aggressive styling, sport-tuned suspension, and advanced technology ensured an adrenaline-fueled driving experience that set pulses racing and left competitors in the dust.



## Ferrari 296 GTS:

The Ferrari 296 GTS arrived in India as the epitome of Italian automotive excellence, embodying a thrilling combination of power and open-top driving. Beneath its sculpted hood lay a 3.0-liter V6 engine paired with an electric motor, producing a remarkable 818 horsepower. With its captivating design, breathtaking acceleration, and the unmistakable Ferrari DNA, the 296 GTS offered an exhilarating driving experience that ignited the senses and turned heads wherever it went.



These extraordinary sports cars, each with its unique blend of power, performance, and luxury, redefined the Indian automotive landscape. From the iconic McLaren Artura to the electric prowess of the Ferrari 296 GTS, these machines represented the pinnacle of automotive engineering and unleashed a new era of driving excitement on Indian roads. Whether it was the electrifying speed, the stunning design, or the luxurious comfort, each of these sports cars left an indelible mark on the hearts of automotive enthusiasts, setting the stage for a thrilling future of high-performance motoring in India.

# The May Marvel

## Automotive Sales Skyrocket and Companies Achieve Unmatched Triumphs

**M**AY 2023 provide valuable insights into the performance of various categories in the automotive industry. These sales figures offer a glimpse into the demand for different types of vehicles and highlight trends and growth rates in the market. Let's delve into each category to gain a comprehensive understanding of the sales data.

### Two-Wheelers (2W):

The two-wheeler category recorded sales of 14,93,234 units in May 2023, reflecting a year-on-year growth of 9.32%. This indicates a healthy demand for motorcycles and scooters, suggesting a positive trend in the two-wheeler market.

### Three-Wheelers (3W):

The three-wheeler segment witnessed significant growth, with sales reaching 79,433 units in May 2023, compared to 44,482 units in May 2022. This represents a substantial year-on-year growth rate of 78.57%, indicating a rising demand for three-wheeler vehicles.

### Passenger Vehicles (PV):

The passenger vehicle category, which includes cars and SUVs, registered sales of 2,98,873 units in May 2023. While the year-on-year growth rate stood at 4.31%, the stable sales indicate a consistent demand for personal vehicles in the market.

Additionally, the report also provides insights into other categories such as Tractors (TRAC), Commercial Vehicles (CV), Light Commercial Vehicles (LCV), Medium Commercial Vehicles (MCV), Heavy Commercial Vehicles (HCV), and Others. Each category presents its sales figures and year-on-year growth rates, contributing to the overall performance of the automotive industry in May 2023. The total sales for the period amounted to 20,19,414 units, representing a year-on-year growth rate of 10.14%.

### Top Companies Set Impressive Records in May

**MG Motor India** reported sales of 5,006 units in May 2023, marking a 25% growth compared to the same month last year. The strong sales can be attributed to the popularity of models like the ZS EV and the recently launched MG Comet EV.

**Toyota Kirloskar Motor** achieved its highest-ever monthly sales in May 2023, with a total of 20,410 units sold. This represents a remarkable growth of 110% compared to May 2022. The company's success can be attributed to the positive response received by models like the Urban Cruiser Hyryder, Innova Hycross, and Hilux.

**Maruti Suzuki India Limited** sold a total of 178,083 units in May 2023. This includes domestic sales of 146,596 units, sales to other OEMs of 5,010 units, and exports of 26,477 units. Despite facing some impact from the shortage of electronic components, the company implemented measures to minimize the overall impact on sales.

**Nissan Motor India** reported wholesales of 4,631 units in May 2023, with domestic wholesales standing at 2,618 units and export wholesales at 2,013 units. The company witnessed a year-on-year growth of 23% in domestic sales for May, contributing to a cumulative year-to-date growth of 23%.

**Mahindra & Mahindra's Farm Equipment Sector** sold 33,113 units in India during May 2023, slightly lower than the 34,153 units sold in May 2022. The total tractor sales, including exports, amounted to 34,126 units, with exports accounting for 1,013 units.

The sales performance of top companies showcases their success in meeting customer needs and preferences. The data reflects the continued popularity of electric vehicles and emphasizes the importance of sustainable and eco-friendly transportation options in the market. Overall, the automotive industry in May 2023 demonstrated positive growth and resilience despite challenges such as component shortages.

# Nissan introduces the Magnite GEZA Special Edition



**N**ISSAN MOTOR INDIA PVT. LTD. (NMIPL) on 19 May introduced the Magnite GEZA Special Edition of the best-selling B-SUV for Indian customers. The Magnite GEZA Special Edition offers a premium audio and infotainment experience, making it the perfect companion for every journey.

The Magnite GEZA Special Edition is inspired by Japanese theatre and its expressive musical themes. Based on this concept, the Magnite GEZA Special Edition offers advanced infotainment features that deliver an enhanced sensory experience. The Nissan Magnite GEZA Special Edition is now available for booking and the prices will be announced on 26 May 2023.

Rakesh Srivastava, Managing Director, Nissan Motor India commented on the introduction, saying, "The Big, Bold, Beautiful Nissan Magnite is a game changer with its unmatched value, high safety ranking and low cost of maintenance. We are introducing the Magnite GEZA Special Edition with best-in-class contemporary features that enhances the Magnite's value proposition for discerning customers".

The Magnite has received several prestigious accolades since its launch, including the recently awarded '2023 ICONIC Brand of the Year' at the Dainik Jagran INext ICONIC Awards; 'Compact SUV of the Year 2021' by Top Gear; 'Game Changer' award by Motor Octane; and 'Value for Money' by Autocar India, amongst others.

The Nissan Magnite has achieved a 4-Star Safety Rating for Adult Occupant Safety from Global NCAP offering the best safety standards within its segment. Nissan has recently enhanced the Magnite by introducing additional safety features across all variants, in addition to transitioning to BS6 Phase 2, increasing its value.

The Magnite has proven to be the preferred choice of vehicle in India's B-SUV segment. The model was launched in December 2020, has been designed in Japan and manufactured in India, aligning with Nissan Motor India's manufacturing philosophy of 'Make-In-India, Make for the World'.

# UPCOMING

## EXHIBITIONS WORLDWIDE 2023-24



### China International Tire Expo

04 - 06 Sep 2023  
Shanghai World Expo Exhibition and Convention Center, Shanghai, China



### EICMA

07 - 12 Nov 2023  
Fiera Milano, Rho, Italy



### IAA MOBILITY 2023

5 - 10 September 2023  
Messe Munich Germany, Munich



### Marine Equipment Trade Show

15 - 17 Nov 2023  
RAI Amsterdam, Amsterdam, Netherlands



### Automechanika Dubai 2023

02 - 04 Oct 2023  
Dubai World Trade Centre, Dubai, UAE



### Automechanika Shanghai

29 Nov - 02 Dec 2023  
National Convention & Exhibition Center, Shanghai, China



### BUSWORLD EUROPE 2023

7 - 12 October 2023 )  
Brussels Expo Belgium, Brussels



### Canadian International Autoshow

16 - 25 Feb 2024  
Toronto, Canada



### Korea Auto Industry & Green TransporTech Show

18 - 20 Oct 2023  
Goyang-si, South Korea



### Geneva International Motor Show

26 Feb - 03 Mar 2024  
Palexpo, Geneva, Switzerland



### SEMA Show

31 Oct - 03 Nov 2023  
Las Vegas Convention Center, Las Vegas, USA



### AAPEX/Automotive Aftermarket Products Expo

31 Oct - 02 Nov 2023  
Sands Expo & Convention Center, Las Vegas, USA

# E-scooter Industry Faces Subsidy Reduction & Price Hikes

**T**VS MOTOR, Bajaj Auto, and Greaves Electric Mobility, among others, also plan to announce price hikes. According to Morgan Stanley estimates, TVS iQube prices could increase by 14%, amounting to Rs 17,000 per unit. However, not all manufacturers are supportive of these price increases. Hero Electric, for instance, has chosen not to raise prices immediately and advocates for a gradual transition with sustained subsidies to ensure market growth and achieve the target of 20% EV adoption.



Despite the subsidy reduction, Hero Electric remains committed to promoting e-two-wheelers and dispelling misconceptions about their cost of ownership. The Ministry of Heavy Industries recently announced a reduction in the subsidy on e-two-wheelers, lowering it to Rs 10,000 per kilowatt-hour (kWh) from Rs 15,000 per kWh. The maximum subsidy is now capped at 15% of the ex-factory pricing, compared to the previous 40%.

E-two-wheeler sales declined in April due to subsidy uncertainties and technical issues. Manufacturers refunded charger prices to customers for continued subsidies. The proportion of e-two-wheelers in total sales decreased, and government subsidies were withheld, hindering segment growth. Ola and TVS gained market share.

## Govt cuts FAME-II subsidy on E2W

**T**HE government has reduced the subsidy provided under FAME-II (Faster Adoption of Manufacturing of Electric Vehicles in India) scheme applicable on electric two-wheelers registered on or after June 1, 2023, according to a notification by the ministry of heavy industries. For the electric two-wheelers, the demand incentive will be ₹10,000 per kWh.

The cap on incentives for electric two-wheelers will be 15 per cent of the ex factory price of vehicles from the current rate of 40 per cent. Earlier this month, a stakeholders' meeting with 24 electric two-wheeler OEMs registered under FAME-II was called and the consultation reached a consensus that the demand incentive may be kept at ₹10,000 per kWh of battery capacity, along with the 15 per cent price cap.

Most two-wheeler OEMs have advocated for a longer continuation of the subsidy program, even with a reduced rate. The consensus reached is to decrease the subsidy to 15% for two-wheelers, ensuring the scheme remains active until February-March. The FAME India scheme, initiated in April 2019, aims to encourage the widespread adoption of electric vehicles and reduce carbon emissions. With a total outlay of ₹10,000 crore, the scheme provides incentives to buyers of electric vehicles, specifically targeting electric three-wheelers, four-wheelers, and buses in the public and commercial transport sectors.



# Lexus Launches Upgraded LC500H Luxury Coupe in India

**L**EXUS has announced the new LC500H Luxury Coupe equipped with high end upgrades. The new Lexus LC 500h, a 4-seater luxury coupe, is priced at INR 2.39 crore in India.

The new Lexus LC 500h gets distinct enhancements to further up its lifestyle quotient. From changes ranging from an all-new Instrument Panel to the layout of the Center Console, the enhancements in the new LC have been made considering its usability and comfort, the company said.

The bold and high-end upgrades in the Lexus flagship LC 500h consists of: Instrument Panel/Display shape changed: A 12.3-inch-wide touch-screen display (21CY multimedia) has been adopted, and the display position has been moved 86 mm toward the rear of vehicle to allow natural touchscreen operation. Centre console switch layout: Switches arranged in a longitudinal layout, enhances usability.

Ornamentation of passenger side instrument panel: The passenger side ornamentation panel has been unified with the instrument panel upholstery, emphasizing the horizontal design theme. Grill holding: A shape integrating the camera cover has been used for a more compact size; All new super gloss black metallic alloy wheel design with 3D machined finish.

Lexus has joined forces with Abraham & Thakore to release limited edition jackets inspired by Lexus designs. The collaboration, called LexusLife, represents craftsmanship, sustainable design, and luxury. Naveen Soni, President of Lexus India, expressed pride in partnering with Abraham & Thakore, who share a commitment to limited edition, high-quality products. The launch coincides with the introduction of the enhanced LC 500h model, showcasing Lexus' dedication to comfort and performance. Lexus plans to expand its luxury lifestyle merchandise collection.



# BLive waives 50% franchise fees for women entrepreneurs nationwide

**B**LIVE, India's leading multi-brand EV platform has announced its latest initiative to promote women's empowerment in the EV industry. BLive is offering a unique opportunity for women-owned and women-run franchise partners to join the BLive family by waiving 50% of the franchise fees across all locations in India.

Studies have demonstrated that entrepreneurial endeavors play a vital role in driving economic growth and generating employment opportunities for women, both in developing and high-income countries. This correlation directly stems from the fact that entrepreneurial activities contribute to the creation of new jobs for female entrepreneurs, their families, and their networks. Women bring diverse management, organisational, and business perspectives, offering a wide range of options for successful ventures.

Through this initiative, BLive aims to provide a platform for women to start their own businesses, build successful franchises and become leaders in the EV industry. By reducing the financial burden of franchise fees, BLive hopes to make it easier for women entrepreneurs to enter the EV industry and help them overcome the initial barriers to starting a business.

Elaborating further on the subject, Samarth Kholkar, CEO & Co-Founder, BLive, said, We aim to increase the percentage of women franchise partners and empower them as EV entrepreneurs, including in Tier 2 and Tier 3 towns. This initiative addresses the gender gap in the EV industry and encourages women to become leaders in this growing sector. The rising demand for sustainable transportation creates a significant opportunity for women entrepreneurs in the EV industry.

Speaking about the initiative, one of BLive's women franchise partners, Anita Sonawane from Jalgaon, Maharashtra said, "Partnering with BLive has been a fulfilling experience. The feeling of being your own boss is confidence-inspiring and makes you give your best towards making earnings. Electric mobility is not only the future; it is the present and it is here! This initiative is a great opportunity for more women like me to take a confident step towards owning our future."



# Tata Motors launches Altroz iCNG

The premium hatch now comes with advance features and India's first twin-cylinder CNG technology with no compromise on boot space

**T**ATA MOTORS, India's leading automobile manufacturer, launched Altroz iCNG equipped with India's first twin-cylinder CNG technology at an introductory price of INR 7.55 lakhs (All-India, Ex-Showroom). With deep understanding of its customer's needs, Tata Motors has developed an industry-first CNG technology, the Altroz iCNG, which offers no compromise on boot space and comes with best-in-class features that ensure customers enjoy all the comfort and luxury of a premium hatchback.

The Altroz iCNG comes equipped with advance features such as Voice-assisted Electric Sunroof, Wireless charger and Air purifier. After the success of iCNG in Tiago and Tigor, the Altroz iCNG is the third CNG offering in the personal segment only. Making CNG a cool proposition for young car buyers, the Company has rolled out the OMG! It's CNG campaign to communicate the unique attributes of the Altroz iCNG.

Commenting on the launch, Mr. Shailesh Chandra, Managing Director, Tata Motors Passenger Vehicles Ltd. and Tata Passenger Electric Mobility Ltd., said: "Customers are increasingly choosing alternate fuel options with the intent of economical as well as eco-friendly drive. CNG as a fuel with its wide availability and accessibility has gained lot of acceptance. However, opting for a CNG meant compromising on aspirational features and to give up boot space significantly.

The Altroz iCNG showcases engineering prowess and understanding of customer needs. With twin-cylinder CNG technology and advanced features, it aims to attract personal segment buyers. The Altroz portfolio offers a multi-powertrain strategy with options like petrol, diesel, turbo, and iCNG. The Altroz iCNG expands the New Forever range, supporting growth in passenger cars. It comes in six variants and four color options, reducing total cost of ownership with a standard warranty of 3 years / 100,000 km.



# MG ZS EV Dominates Resale Value

THE automobile industry has been experiencing a significant shift towards Electric vehicles (EVs) as a more sustainable and eco-friendly mobility solution. Among the leading players in this emerging market are Tata Motors and MG Motor India, both offering impressive electric SUVs.

The ZS EV, a well-known electric vehicle by MG Motor India has become a highly sought-after vehicle among car enthusiasts due to its impressive features and capabilities. It has proven to be a popular choice for drivers in search of an electric vehicle that can deliver high performance, efficiency, and sustainability. From the market's standpoint, Nexon EV and ZS EV have a head-on competition. However, ZS EV can be charged up to 80% in just 50 minutes using a fast charger, while the Nexon EV can be charged up to 80% in 60 minutes using a fast charger.

As per Droom analysis, it is observed that the ZS EV has the highest resale value vis-à-vis other competing SUVs in that price range. When compared to other vehicles in its segment, such as the Hyundai Creta, Kia Seltos, Tata Nexon, and Hyundai Kona, the MG ZS EV emerges as a leader with its instantaneous torque and a maximum power output of 177 PS, this helps the car reach 0 ~ 100 in 8 seconds. The MG ZS EV is a segment defying product and is equipped with an electric motor that generates 141 horsepower and 353 Nm of torque and comes with three driving modes (Eco, Normal, and Sport) to cater to diverse driving needs and maximise efficiency.

The article compares the resale value of popular SUVs in India, focusing on both ICE engines and EVs. The MG ZS EV stands out as an exceptional vehicle with impressive performance, a higher range, and premium interiors. Its powerful electric motor offers quick acceleration and a smooth, quiet ride, while the electric powertrain ensures high efficiency and good mileage.

The ZS EV also features regenerative braking, converting energy into electricity for enhanced efficiency. In a comparison with the Hyundai Kona, the MG ZS EV surpasses it with a longer range of 461 km and faster charging times. The MG ZS EV is equipped with advanced safety features, securing a 5-star rating in crash tests. With its superior performance, efficiency, and sustainability, it is an attractive choice for eco-conscious customers seeking both style and substance.



# World Environment Day:

## Companies Trailblazing Towards a Greener World

**G**OVERNMENTS worldwide are taking rapid action to achieve the Sustainable Development Goals (SDGs) set by the United Nations General Assembly in 2015. These goals focus on various aspects such as sustainable cities, clean energy, responsible consumption, innovation, health, and partnerships. One significant contributor to greenhouse gas emissions is the automobile sector, accounting for 23% of energy-related carbon dioxide emissions. In response, India's Prime Minister, Shri Narendra Modi, committed to reducing the country's emissions to net zero by 2070.

Several companies are actively working towards achieving net zero goals and addressing climate change. Here are a few notable examples:

**Yokohama India:** A subsidiary of The Yokohama Rubber Company, Yokohama India manufactures high-quality tires in India. They are focused on reducing their environmental impact by using raw materials with low environmental impact and optimizing logistics to minimize waste. Additionally, they are researching and developing alternative renewable oils to replace conventional petroleum-based oils in tire manufacturing. Yokohama India has also undertaken the Forever Forest Program, planting over 150,000 trees near its factories in India.

**HOP Electric Mobility:** HOP Electric Mobility is a rapidly growing electric vehicle manufacturer in India. They have a comprehensive approach to building a sustainable future and promote an environment-conscious culture within their teams. HOP Electric offers a range of electric two-wheelers, from entry-level scooters to motorcycles with advanced technologies. They aim to accelerate the transition to a new energy world by manufacturing at scale, providing charging infrastructure, and offering ownership options.

**Lohum Cleantech:** Lohum Cleantech is India's largest integrated lithium-ion battery manufacturer and recycler. They focus on hastening the global transition to battery power by maximizing circular sustainability through battery reuse and recycling. Lohum aims to reduce battery prices and ensure the availability of essential raw materials for batteries, ultimately enabling access to electricity worldwide.

**CarDekho Group:** As an auto tech solution platform, CarDekho Group is committed to sustainable development and has pledged to become carbon neutral by 2050. They have adopted five United Nations Sustainable Development Goals and have set up the Girnar Foundation to contribute to a developed, sustainable, and inclusive India.

**Revfin Services:** Revfin is a digital financing platform driving India's "Green Growth" towards Net Zero. They specialize in providing financial services for the EV ecosystem, targeting underserved populations in tier 2 and tier 3 cities. Revfin aims to finance two million electric vehicles in the next five years by collaborating with dealerships and original equipment manufacturers (OEMs).

**Godawari Electric Motors:** Godawari Electric Motors is focused on providing sustainable and non-polluting commuting solutions through its range of EV products. They aim to create self-employment opportunities and reduce the carbon footprint in India. Godawari Electric Motors was one of the first companies in India to introduce an EV leasing strategy.

These companies are playing an active role in achieving sustainability goals and driving the transition to a greener future.

# Tata Motors to supply 50 Magna buses to Vijayanand Travels



**T**ATA MOTORS, India's leading commercial vehicle manufacturer, announced that it has bagged a prestigious order for 50 Magna 13.5-metre buses from Vijayanand Travels. The state-of-the-art Magna buses, known for their superior design and advanced features, will be delivered to Vijayanand Travels in a phased manner, in accordance with the agreed contract terms. These fully built BS6 diesel buses are set to redefine the standards of comfort, fuel efficiency, and reliability in the inter-city transportation sector.

Expressing his enthusiasm, Mr. Shiva Sankeshwar, Managing Director, Vijayanand Travels Private Limited said, "We are thrilled to partner with Tata Motors and induct their state-of-the-art Magna buses into our fleet. These buses align perfectly with our vision of offering a comfortable and reliable travel experience to our valued passengers. We are particularly interested in the Magna buses' advanced comfort features which will help to ensure the safety and comfort of our passengers and our drivers. We look forward to working with them to provide our passengers with the best possible travel experience and to a successful partnership with Tata Motors."

Commenting on the occasion, Mr. Rohit Srivastava, Vice President, Product Line – Buses, Tata Motors said, "We are excited to partner with Vijayanand Travels and provide them with our best-in-class Magna buses. This order further strengthens our commitment to delivering exceptional quality, performance, and customer satisfaction. We are confident that our buses will not only meet, but exceed the expectations of Vijayanand Travels and its esteemed passengers. We have a long history of providing high-quality, reliable vehicles to the transportation industry, engineered specifically as per the customers' needs. We are confident that our partnership will be a fruitful one for both parties."



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# Lumax Auto Technologie enters Lubricant and Coolants Market.



**L**UMAX AUTO TECHNOLOGIES LIMITED, a leading Tier-1 diversified automotive systems and components manufacturer, has launched its range of Lubricants and Coolants for all vehicle segments in the domestic aftermarket.

Owing to the automotive industry's significant growth, there is a rapid potential and demand that is witnessed for High performance and energy-efficient Lubricants and Coolants in the Indian automotive market. Addressing this emerging need, the Company launched its range of Lubricants and Coolants that fulfil the need to enhance engine performance and protection in diverse climatic conditions as that in India. The BSVI compliant range of Lubricants are in line with company's focus to offer more reliable, affordable and cleaner solutions, lending credence to the brand promise 'Performance in Every Drop' and supporting India reach its Net Zero targets.

The all-weather Coolants will be sold under the 'Smart Cool,' 'Ultra Cool,' and antifreeze 'Supreme Cool' range. While Smart Cool is suitable for tropical weather conditions, Ultra Cool is suitable for all weather conditions and Supreme Cool is especially made for extremely cold weather conditions.

The range of Coolants for passenger vehicles, is specially formulated to provide excellent engine protection that enhances the vehicle performance and life.

Two Engine Oil variants: 'Ultra' (mineral base oil for power and performance) and 'Supreme' (synthetic oil with high-tech additives). Grade 2 and 3 mineral oils reduce emissions and improve engine life. Extensive Lubricants range includes Engine Oil, Gear Oil, Transmission Oil, and Greases for 2W & 4W vehicles. Available through 25,000 retail partners and 340 Channel Partners of LATL's After Market Division. Lumax-DK Jain group aims to double turnover through product expansion.

# MG Motor India introduces the Advanced Gloster BLACKSTORM

**M**G MOTOR INDIA, a British automobile brand with a 99-year-old legacy, introduced the Advanced BLACKSTORM edition of the MG Gloster - India's First Autonomous Level-1 Premium SUV. This exclusive special edition comes in an elegant and deep Black hue, adding a clear touch of distinction to the vehicle. The Advanced Gloster BLACKSTORM will be available nationwide at an ex-showroom (Delhi) price of Rs 40,29,800/-.

The Advanced Gloster BLACKSTORM showcases dynamic aesthetics with bold sporty elements and eye-catching red accents. Metal Black and Metal Ash colors highlight the 2WD & 4WD, New Gloster, and Internet Inside emblems. The Dark Theme extends to the roof rail, taillight, window surround, fender, and fog garnish, creating a commanding presence for MG's flagship SUV. The black-themed interior of the Advanced Gloster BLACKSTORM features red accents on the steering wheel, headlamps, callipers, and front and rear bumper. The dark-themed leatherette seat upholstery, adorned with red stitches, adds a sporty touch to the entire interior.

Built on the next-generation 'On Demand' or 'Real Time Intelligent' 4 Wheel Drive train equipped with the BorgWarner transfer case, a state-of-the-art electronic shift-on-the-fly technology, The Advanced Gloster BLACKSTORM delivers superior power with unrivalled torque control and distribution, ensuring unrivalled performance on all terrains.

Commenting on the launch, Gaurav Gupta, Deputy Managing Director, MG Motor India said, "The Advanced Gloster BLACKSTORM is poised to generate a healthy level of enthusiasm among SUV enthusiasts, delivering an unforgettable driving experience. I have every confidence that the Metal Black and Metal Ash colour options will establish a unique identity for The Advanced Gloster BLACKSTORM, exceeding the expectations of discerning premium SUV owners who desire exceptional features and a dynamic blend of ruggedness and luxury."



# MG Motor and Jio Platforms Redefine "In-Car Experiences"

COMMITTED to providing best-in-class connected car technology to its users, MG Motor India announced industry-first a broad range of connected car features in partnership with Jio Platforms, India's leading digital services provider. As part of this arrangement, MG Motor India will offer seamless integration of Hinglish Voice Recognition-enabled experiences powered by Jio's Digital Assets in its newly launched Comet EV— The Smart Electric Vehicle.

The partnership makes possible an array of innovative new-age smart mobility solutions which underscore the carmaker's enduring commitment to building a futuristic urban mobility ecosystem and at the same time facilitating great experiences.

Jio, India's largest integrated digital service provider, brings next-generation automotive solutions designed to deliver an array of experiences. MG Comet EV customers will benefit from Jio's innovative assets such as India's first-ever Hinglish Voice Recognition system integrated with Music Apps, payment apps, connectivity platform, and hardware.

The embedded Jio Voice Assistant has been trained to understand the native Indian speaker who possesses different regional dialects and tonality across India. Jio provides the best In-car voice assistant for Indian users. It can be activated using a wake word, touch, or a dedicated key in Car's steering. Its dialogues provide information about Weather, News, Horoscope and many more items. The user can turn the AC on or off, and even play songs directly, with simple voice commands.

Talking about the partnership, Mr Gaurav Gupta, Deputy Managing Director, MG Motor India, said, "The MGI-Jio partnership will ensure our newly launched MG Comet EV enriches the driving experience for GenZ customers while ensuring safety and In-Car experiences backed by great technology."

MG Comet EV comes integrated with Jio's state-of-the-art eSIM which plays a crucial role in improving vehicle safety as it is integrated during the manufacturing process. In addition, it further identifies the vehicle and encrypt communications while the vehicle is in the operation.



# Tata Motors launches the New Nexon EV MAX XZ+ LUX

**Feature-rich: 10.25" screen, HD display, 180+ voice commands, HD camera, wireless Android Auto & Apple Carplay**

**T**ATA MOTORS launched the upgraded Nexon EV MAX XZ+ LUX at a starting price of INR 18.79 Lakh (ex-showroom, All India for the 3.3 kW AC charger). Enhanced with a superior and high tech feature upgrade, this top of the line variant of the MAX boasts of a 26.03 cm (10.25 inch) Touchscreen Infotainment system by HARMAN, high resolution (1920X720) High Definition (HD) display with slick response, Android Auto™ & Apple Carplay™ over WiFi, High Definition Rear View Camera, Heightened audio performance with sharp notes & extended Bass performance, Voice assistant in 6 languages, 180+ voice commands in six languages (English, Hindi, Bengali, Tamil, Telugu, Marathi), along with a new User Interface (UI), and will be available for booking.

Having sold more 45,000 units and covering approximately 800 million kilometers on the back of the reliable Ziptron technology, the Nexon EV is India's #1 electric vehicle and currently holds 26 records including the Fastest EV to complete the Kashmir to Kanyakumari, 4000km in under 4 days. It has been the forerunner in Tata Motors' electrification drive and has successfully cemented its place as the best-selling EV in India. The growing demand for electric vehicles has also prompted Tata Motors to extend its touchpoints far and wide. With a current network of more than 270 dealers covering 188 cities and an electrified line up of feature rich products, Tata Motors stands strong to further India's electrification journey by providing enhanced experiences to EV buyers, offering intuitive technology at their fingertips.



# TKM partners with Supercross League



**T**OYOTA KIRLOSKAR MOTOR (TKM) is proud to announce its association as the official vehicle partner for the upcoming Indian Supercross Racing League, world's first-of-its-kind franchise-based supercross racing league, in the country. The Supercross is a variant of motocross that involves off-road motorcycle racing on a constructed dirt track consisting of steep jumps and obstacles. This league will feature renowned riders from both India as well as global motorsport arena, promising to deliver phenomenal dirt bike racing of international calibre.

For this year, a three-round season is being planned to be held across different cities in India. The Toyota Hilux being equipped with the 4x4 drive capabilities is a perfect partner, like none other, to support supercross league towards creating extraordinary experiences for the viewers and serve the needs of teams and officials during the league. Toyota has a strong motorsports legacy and believes in the power of teamwork to achieve greatness.

Speaking on the partnership, Mr. Atul Sood, Vice President of Sales and Strategic Marketing - Toyota Kirloskar Motor, said, "We are thrilled to associate as the official vehicle partner for the world's first-of-its-kind franchise-based Indian Supercross Racing League. The remarkable dirt bike racing event provides us a unique opportunity to extend necessary support towards the movement of specialised dirt bikes with Toyota Hilux, which is renowned for its off-roading capabilities. In addition, we will be showcasing the unmatched performance of Hilux via a special act during this league. Needless to mention, our association with motorsports globally has been longstanding, and we are excited to support the Indian Supercross Racing League in India, to conduct their dirt bike race.

Sharing his views about the official vehicle partnership with Toyota, Mr. Eeshan Lokhande, Co-founder of Indian Supercross Racing League, said, "We are delighted to have Toyota Kirloskar Motor on board as our official vehicle partner for the Indian Supercross Racing League. Toyota's Hilux with its rugged capabilities and reliability is a perfect accompaniment for our racing event to enable the movement of our dirt bikes to the race arena. We are confident of delivering a world-class racing experience to our audience and racers. We look forward to a successful partnership and an exhilarating season ahead."

# TVS Motor Unveils Special Pricing for iQube Scooter

**T**VS MOTOR Company, a reputed manufacturer of two-wheelers and three-wheelers globally, continues to demonstrate its commitment towards sustainable future mobility solutions. This is in line with the Government of India's vision to promote electric mobility, and TVS Motor's endeavour to support their initiative to enable faster adoption of electric mobility and development of the overall electric vehicle ecosystem in the country.

KN Radhakrishnan, Director and CEO, TVS Motor Company, said, "TVS Motor is spearheading the EV transformation narrative in the country. Backed by this electrification journey, TVS iQube recorded a sales milestone of 1,00,000 units for its range of scooters in the last financial year, which is a testament of its strong community of happy customers. In May 2023, TVS iQube crossed 20,000 units of retails and continues to have a healthy booking pipeline of over 30,000 units."

He further added, "FAME II will gradually reduce over the next few quarters. TVS Motor will continue to deliver delightful product options and great value proposition to propel the electrification and green energy penetration in two-wheelers in the country. In line with TVS Motor's commitment of being customer centric, the company will offer a loyalty benefit programme for the customers of TVS iQube who have made bookings till May 20, 2023, for a limited period to ease the cost burden post the revision in FAME II subsidy. Additionally, new customers can also avail new prices without having to bear the full burden of FAME II revision on booking the vehicle starting June 1, 2023."

TVS Motor Company is taking strides towards sustainable electrification by announcing a price increase for the TVS iQube scooters starting from June 1, 2023. The price hike, ranging from Rs. 17,000 to Rs. 22,000 depending on the variant, comes after the FAME II revision. To show appreciation to their customers, TVS Motor is offering an additional loyalty benefit to those who pre-booked before May 20, 2023. Details regarding this loyalty benefit will be soon available on the company's website. TVS iQube aims to provide customers with the power of choice, offering options for range, connected capabilities, chargers, and colors. Emphasizing vehicle safety and compliance with the latest norms, TVS ensures a hassle-free purchase experience and delivery. The TVS iQube is currently available in 140 cities across India.





# PEOPLE

## Mercedes-Benz USA announces three key executive appointments

Melody Lee, Heike Scheuble, and Jee-Seop Kim have been appointed to executive positions at Mercedes-Benz USA. Melody Lee will serve as Chief Marketing Officer, Heike Scheuble as Managing Director of Mercedes-Benz Vans, and Jee-Seop Kim as Head of Customer Services. The three executives will be based in Atlanta, Georgia.

Dimitris Psillakis, Head of Marketing and Sales at Mercedes-Benz Cars North America and CEO of MBUSA, expressed excitement about the appointments, stating that they will strengthen the company's US executive leadership team. Psillakis believes that these additions will accelerate their path to becoming the most desired luxury electric brand in North America and reinforce their commitment to customers and dealer partners.

Melody Lee joins MBUSA from MillerKnoll, where she served as Senior Vice President of Global Brand & Product Marketing. Heike Scheuble, previously responsible for Sales Vans, is promoted to Managing Director of Mercedes-Benz Vans USA. Jee-Seop Kim, who has a background in Customer Service and Sales, assumes the position of Head of Customer Services at Mercedes-Benz USA.

The new executives are expected to contribute to the growth and development of Mercedes-Benz in the US market, particularly in the areas of marketing, vans, and customer services



Ms Melody Lee



Ms Heike Scheuble



Mr Jee-Seop Kim

## Hyundai appoints Yong Wha Kim as head of R&D Division

Hyundai Motor Group has appointed Executive Vice President Yong Wha Kim as the new Head of R&D Division, effective May 1. Kim, an internationally recognized authority in engine control software, will lead the division's efforts in integrating software and hardware for software-defined vehicles (SDV) as the industry transitions towards this new paradigm.

Since joining the company's R&D Division in 2015, Kim has held various key positions, including Head of the Vehicle Control Development Group, Head of the Vehicle Control Development Center, and Head of the R&D Planning and Coordination Center. With vast experience in hardware, software, mass-production vehicles, and advanced studies, Kim has led important projects focused on hardware and software integration strategies for vehicles. These strategies encompass integrating infotainment, electronics, autonomous driving, chassis, powertrain, and vehicle controllers. Kim has also played a pivotal role in supporting the Group's electrification transition by establishing EV development strategies and making relevant investment decisions.



Mr Yong Wha Kim

# JLR Unveils New Corporate Identity

JAGUAR LAND ROVER has unveiled its new corporate identity, as part of its move to a House of Brands organisation. The new brand identity aspires to remove ambiguity and bring to the fore the unique DNA of each of JLR's brands - Range Rover, Defender, Discovery and Jaguar – as well as accelerate the delivery of the company's vision to be Proud Creators of Modern Luxury.

Commenting on the new identity, JLR CEO Adrian Mardell, said: "Today is an exciting day as we unveil a new identity for our company as part of our House of Brands approach. I'm confident this perfectly illustrates JLR's ambition in the modern luxury space."

JLR's Chief Creative Officer, Professor Gerry McGovern OBE, said: "This is the next chapter of our Reimagine journey to become a truly modern luxury business. The new JLR identity will bring clarity to our clients and act as a unifier for our four distinct British brands."

The creative process behind the new identity focused on elegance, modernity and a forward-thinking essence to exhibit the direction and ambition of the company. The descending j aspires to add elegance, while the lighter weight of the emblem illustrates the step change to refinement and modernity.

JLR reaffirmed today that the Land Rover brand will remain a key part of the company's DNA. Land Rover continues as a world-renowned and important heritage mark, remaining on vehicles, websites, social media and retail sites, underpinning the world-class Range Rover, Defender and Discovery brands.

# JLR

RANGE ROVER

DEFENDER

DISCOVERY

JAGUAR



# Minda Corpn Exceeds Industry Growth

**M**INDA CORPORATION LIMITED, the flagship company of Spark Minda announced its financial results for the fourth quarter and full year ended March 31, 2023. Continuing the growth momentum, the company delivered better than industry growth with double digit EBITDA margin for 11th straight quarter.

Commenting on the results, Mr. Ashok Minda, Chairman and Group CEO said, "I am delighted to announce that Minda Corporation has achieved a significant revenue increase in FY 22-23, demonstrating a remarkable 45% year-on-year growth with double-digit EBITDA margins. This outstanding performance can be attributed to our strong product portfolio, expanding customer base, and emphasis on product premiumisation. In recognition of our shareholders, the board of directors have recommended Final dividend of 40% on the face value i.e. Rs. 0.80 per equity share, taking the total dividend for the year to 60%, i.e. INR 1.20 per equity share."

As we move forward, we will focus on customer-centricity, driving innovation, and advancing research and development to deliver exceptional value to all our stakeholders."

In FY23, Minda Corporation solidified its position as a top provider of comprehensive solutions in Telematics software and ADAS through strategic technology partnerships with LocoNav and Daesung Eltec. These alliances have placed the company at the forefront of automotive industry advancements, enabling delivery of cutting-edge solutions. With continued focus on technology during the last quarter, the company filed 20 patents, taking the total count of patents to more than 250.

The automotive industry witnessed positive performance in various segments. The domestic auto market experienced growth driven by strong urban sales, although exports faced challenges due to global geopolitical factors. Two-wheeler demand remained sluggish due to affordability concerns and rising fuel costs. However, there was robust demand for passenger vehicles, supported by a strong order book and the introduction of new products. Accelerated infrastructure spending by the government contributed to increased demand for commercial vehicles, while the tractor segment saw remarkable double-digit growth. As FY23 ended, semiconductor supply constraints eased, and commodity prices rebounded after a temporary decline in Q2FY23. Minda Corporation is well-positioned for growth due to its strong fundamentals, commitment to quality, customer-centric approach, and focus on innovation and research and development. The company aims to surpass expectations and deliver exceptional value to stakeholders in the upcoming fiscal year.



**Mr. Ashok Minda**  
Chairman and Group CEO  
Minda Corporation Ltd



# Tata Motors Expects 1/3 of Car Sales to be CNG and Electric



ONE in every three passenger vehicles that Tata Motors sells in the near-to mid-term will either be CNG or electric-powered, as part of a larger plan to reduce dependence on fossil fuel-based technologies, a top executive at the automaker said.

With the addition of the Altroz iCNG, which boasts of the company's patented "integrated mounting system for a vehicle", and the launch of an additional electric model this fiscal year, Tata Motors expects the share of gas-powered models and battery electric vehicles within its passenger vehicle portfolio to increase to 15% each from the current 8% and 9% respectively in three-four years, said Shailesh Chandra, managing director of Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility.

"In the next three to four years, we envisage diesel, electric and CNG to contribute equally - 15% each - as we expand our portfolio," Chandra told ET. The CNG variants of the Tiago and Tigor have 30- 50% of their total sales coming from gas-powered vehicles and Altroz is likely to follow a similar trend, he added. Like rivals Maruti Suzuki and Hyundai Motor, Tata Motors is betting big on CNG. Demand for such models has been steadily increasing, driven by improved availability of the fuel, launch of new models and lower running cost. Sales grew three times to 30,000 units in March 2023 from 10,000 in March 2021, show registration data from the Vahan dashboard.

The revision in domestic gas prices has boosted demand for CNG models, but they lack aspiration due to limited features, performance, and boot space. Tata Motors aims to redefine the CNG market by addressing the boot space concern with the introduction of iCNG technology, concealing twin cylinders under the luggage area. All upcoming CNG models from Tata Motors will feature this twin-cylinder technology. Additionally, Tata Motors plans to launch an electrified version of the Punch, its micro-SUV, in the current fiscal year to strengthen its position in the electric car market.

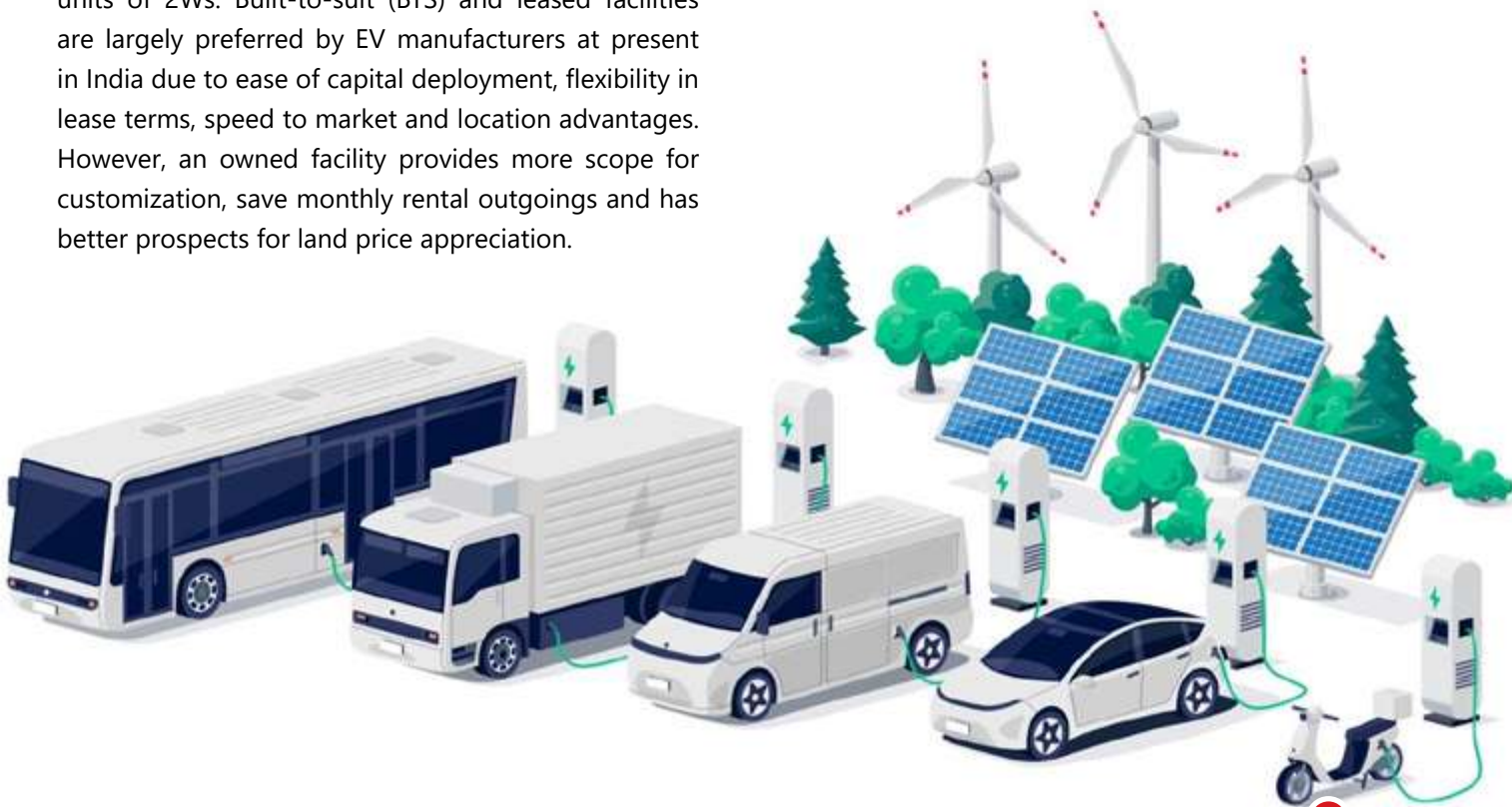
# EV Manufacturing to Drive Real Estate Demand by 2030

**C**BRE South Asia Pvt. Ltd., India's leading real estate consulting firm, announced the findings of its report, 'Electric Vehicles in India – New Wheels on the Roads'. The report focuses on the trends, growth, and influence of electric vehicles (EVs) on the real estate sector in India.

According to the report, real estate requirements of manufacturing facilities of 4-Wheeler & 2-Wheeler (4W & 2W) Electric Vehicles (EV) is estimated to be around ~ 13 million sq. ft. by 2030 as a result of the government's EV adoption targets. In addition, EV battery manufacturing facilities would also increase exponentially and require 2,400 acres of land to accommodate the production of 200 GWh of batteries by 2030. As per the report's estimates, by 2030, this real estate requirement will allow a production capacity of approximately 4 million units of 4Ws and 23 million units of 2Ws. Built-to-suit (BTS) and leased facilities are largely preferred by EV manufacturers at present in India due to ease of capital deployment, flexibility in lease terms, speed to market and location advantages. However, an owned facility provides more scope for customization, save monthly rental outgoings and has better prospects for land price appreciation.

Several policy enablers by state and union governments have enabled the creation of an indigenous EV manufacturing ecosystem by incentivizing fresh investments from global/domestic players. During the 2020-2023 period (YTD), Maharashtra and Tamil Nadu led EV investments with a 15% share each of the cumulative USD 28.8 bn investment. Meanwhile, Karnataka accounted for an 11% share, Gujarat 8%, and Uttar Pradesh and Telangana recorded a 7% share each.

Investment in EV sector reaches \$6.2bn this year, with 287% YoY increase in 2022. Uttar Pradesh leads EV sales, expected to cross 17 million units by 2030. EV manufacturing to drive demand for 13 million sq. ft. of real estate by 2030, presenting opportunities and challenges. CBRE commits to supporting the EV industry's growth and addressing real estate needs for sustainable integration.



# Daimler launches 'BharatBenz Certified' pre-owned CV brand



**D**AIMLER India Commercial Vehicles (DICV), the wholly owned subsidiary of Daimler Truck AG ("Daimler Truck") and the manufacturer of BharatBenz, India's trusted truck and bus brand, announced its entry into the pre-owned commercial vehicle market under a new brand 'BharatBenz Certified'. This new business initiative will undertake the refurbishment and sale of pre-owned BharatBenz trucks to Indian customers who have been aspiring to own a BharatBenz fleet.

Over the last 10 years, BharatBenz has established itself as a highly reputed truck and bus brand that is ahead of the curve in engineering, safety, reliability, performance and total cost of ownership. DICV's high standard of product engineering and quality make BharatBenz vehicles exceedingly durable for delivering more mileage and a longer lifecycle than what the Indian customers are accustomed to. This makes the proposition of pre-owned BharatBenz vehicles compelling for aspiring customers.

Mr. Rajaram K – President, BharatBenz Marketing, Sales and Customer Service said "BharatBenz launches BharatBenz Certified, a pre-owned commercial vehicle (CV) business initiative, in response to customer demand. This initiative allows customers to directly contact BharatBenz for pre-owned trucks, eliminating third-party mediators. It also provides an opportunity for existing BharatBenz customers to upgrade their fleet while offering refurbished and reliable pre-owned vehicles to new customers.

BharatBenz Certified refurbishes pre-owned vehicles to near showroom condition with a 6-month warranty. The program complements BharatBenz Exchange and extends the lifespan of their trucks. Pilot phase starts at Trident Trucking in Bengaluru, expanding to all dealerships nationwide.

## CNBC TV18 Honours Late Mr. Vikram Kirloskar

**T**OYOTA KIRLOSKAR MOTOR (TKM) is humbled to announce that its esteemed Ex Vice Chairman, Late Mr. Vikram Kirloskar, has been posthumously honoured by CNBC-TV18 India Business Leader Awards (IBLA). The 18th anniversary of IBLA was conducted on 11th May 2023 at the Jio Centre in BKC, Mumbai.

Honourable Minister of Petroleum and Natural Gas & Housing and Urban Affairs Shri. Hardeep Singh Puri presented the award, thus acknowledging his pathbreaking contribution towards modernising India's manufacturing sector and exceptional leadership in the Indian automobile industry.

With an illustrious career spanning over 35 years in the automotive industry, late Mr. Vikram Kirloskar played a pivotal role in steering TKM to become one of the key players in the Indian automotive market. His visionary leadership and unwavering commitment to excellence have been instrumental in the company's remarkable success and sustained growth. Furthermore, as a strong advocate of "Make in India" and "Skill India" missions, several strategic business decisions were undertaken by the company thus manifesting his belief in establishing India as an epicentre for global manufacturing.

As a firm believer in creating best value to the entire ecosystem, late Mr. Kirloskar was instrumental in initiating several programs for Community development at the grassroot level thereby contributing to "Nation Building" goals while having a clear focus on "Creating a better world". He was also a promoter of Sustainable Development and believed that competitiveness is at the heart of sustainability.



Expressing gratitude, Manasi Tata, Vice Chairperson, Toyota Kirloskar Motor, said "Visionary leadership, humility and an unwavering commitment to excellence by Late Mr. Vikram Kirloskar's has certainly left an indelible mark in the Indian manufacturing sector. He always believed in putting India first and growing with the country which has helped us achieve several milestones in TKM's glorious 25th year of operations in India. As we accept this award on his behalf, we are inspired to continue his legacy, driving positive change, and shaping the future of mobility. As a visionary leader, he has laid a path for us towards creating a more beautiful & sustainable world for the future generations."

A mechanical engineer from the Massachusetts Institute of Technology, Late Mr. Kirloskar served as President of SIAM and President of Confederation of Indian Industries (CII). He also had played key role at the National Council for Electric Mobility in addition to being the President of Automotive Research Association of India.

# MG and LOHUM Partners for 'Second Life' EV Battery Solution

MG Motor India, a British automobile brand with a 99-year-old legacy, has joined forces with LOHUM, India's largest producer of sustainable energy transition materials, to establish a comprehensive ecosystem for the reuse, and life cycle management of EV batteries. MG India and LOHUM partnership aims to develop the concept of second-life solutions for batteries, ensuring their efficient utilization and contributing to the circular economy. The project will harness the potential of used batteries by repurposing them as Battery Energy Storage Products (BESS), effectively extending their life cycle and optimizing resource usage.

Under the collaboration, LOHUM will reuse end-of-first-life batteries of MG electric vehicles to build sustainable 2nd-life Battery Energy Storage Systems (BESS) for a wide variety of clean energy applications in India's urban and rural landscape. LOHUM's proprietary repurposing technology will be used to maximize the potential of cells before recycling, utilizing healthy cells high on Remaining Useful Life (RUL) to build sustainable 2nd-life BESS for a wide variety of clean energy applications.



Rajeev Chaba, CEO Emeritus of MG Motor India & Rajat Verma, Founder & CEO LOHUM

Rajeev Chaba, CEO Emeritus, MG Motor India, spoke on the partnership, stating, "At MG, we have always believed in fostering innovation and sustainability. Battery energy storage solutions (BESS) hold immense potential to revolutionize India's energy landscape, with their versatile applications, affordability, and undeniable support for local communities. Through this India can unlock a future where clean, reliable, and low-cost energy storage becomes a reality, empowering communities, households, and entire rural areas alike while driving sustainable development and energy independence for the nation.

Chaba further added, "Our collaboration with LOHUM allows us to take a significant move forward in our commitment to sustainable mobility. By repurposing used batteries of our EV models, we not only extend their life cycle but also enable the delivery of power to essential community centres. The clear need of the hour is a safe, viable and enduring supply of clean energy, and this strategic partnership is a step towards the same."

# Greaves introduces an innovative platform for EV financing: "evfin"

**G**REAVES FINANCE LTD, a non-banking financial company (NBFC) and a wholly owned subsidiary of Greaves Cotton Ltd, has introduced a groundbreaking financial platform called "evfin". This platform aims to revolutionise the world of electric vehicle (EV) financing and more.

The Economic Survey 2023 highlights the pivotal role of the automotive industry in the shift towards green energy. It predicts that the domestic EV market will experience a remarkable compound annual growth rate (CAGR) of 49 per cent from 2022 to 2030, with an anticipated annual sales volume of one crore units by 2030.

To expedite the transition towards electric vehicles amidst their increasing adoption, it is crucial to address the complete lifecycle journey of EV usage for consumers, evfin offers an unprecedented suite of innovative experiences. This suite ensures a superior EV journey throughout the ownership lifecycle, providing accessible and cost-effective financing options.

Greaves Cotton Limited is dedicated to a comprehensive ecosystem for diverse last-mile mobility. With cutting-edge products and services spanning components, retail and end-user vehicles, we are pleased to announce the launch of evfin, our sustainable financing platform, reinforcing our commitment to sustainability on World Environment Day," says Nagesh Basavanahalli, Vice Chairman, Greaves Cotton Ltd.

"evfin is India's first consumer finance technology platform fully dedicated to electric mobility and other sustainable solutions, supported by our advanced digital lending suite, innovative asset management technology, and nationwide reach. Our goal is to create an exceptional and tailor-made experience for our EV customers. Through our comprehensive range of personalised financing solutions, we aim to democratise access to EV consumers by offering the most cost-effective financing options. The evfin platform is specifically designed to provide an end-to-end lifecycle experience for EV owners, ensuring a unique and seamless ownership journey throughout their usage of electric vehicles," says Sandeep Divakaran, ED & CEO of Greaves Finance Ltd.



# Honda SUV ELEVATE makes World Debut in India

**H**ONDA CARS INDIA LTD. (HCIL), leading manufacturer of premium cars in India unveiled Honda's latest global SUV on 6th June - Honda ELEVATE at a World Premiere event in India. Scheduled for launch during festive season this year, India will be the first country to manufacture and sell the All New Elevate globally. While the initial introduction of Elevate is focused on domestic market, India also aims to serve as an important export hub for the new model to other parts of the world, catering to the robust demand for SUVs globally.

The SUV's bold exterior features a striking front face, sharp character lines, and a unique rear design, enhancing its visual appeal. Honda's signature grille and sleek LED headlights dominate the front fascia, while the sporty side profile and distinctive tailgate design enhance its visual appeal. Developed by Honda R&D Asia Pacific in Thailand, the ELEVATE caters to younger customers seeking status, comfort, and an active lifestyle. Safety is prioritized, with advanced driver assistance systems and a focus on overall comfort.

India will serve as an export hub for the ELEVATE, aligning with Honda's vision for carbon neutrality by launching a battery electric vehicle based on the ELEVATE within the next three years. Honda aims to increase the sales ratio of electric vehicles globally by 2040, including India. Mr. Toshio Kuwahara, Head of Regional Unit (Asia & Oceania), Honda Motor Co., Ltd., emphasized India's importance as the world's third-largest automotive market.

Honda Cars India's CEO, Mr. Takuya Tsumura, highlighted the ELEVATE's role as the third pillar of Honda's business in India. They plan to launch five new SUVs in India by 2030 and introduce their first battery electric vehicle based on the ELEVATE within three years. The ELEVATE features a confident design with a sleek front profile and modern alloy wheels.



# Renault Nissan strides towards 2045 Carbon Neutrality

**R**ENAULT NISSAN Automotive Pvt Ltd has announced its progress towards achieving its 2045 Carbon Neutrality goal. By 2030, RNAIPL aims to reach several sustainability milestones. The company's carbon neutrality roadmap focuses on increasing the share of green energy, improving energy efficiency, and adopting energy-efficient technology at its Oragadam plant. Already, RNAIPL has reduced CO2 emissions by 87,500 tons annually.

RNAIPL is committed to environmental responsibility and aims to consolidate its position as a leader in energy efficiency and sustainability within the Renault Nissan Alliance and the industry. The company also prioritizes shaping a sustainable future through Corporate Social Responsibility programs and water rejuvenation projects.

To power its operations, RNAIPL sources nearly 60% of its electricity from renewable sources. The company plans to expand its in-house solar plant capacity and increase renewable power usage to meet 85% of its energy needs by 2030, ultimately transitioning to 100% renewable energy by 2045.



Regarding water usage, RNAIPL already relies on rainwater harvesting and recycling infrastructure, meeting 85% of its water needs internally. The company aims to enhance water efficiency through various measures and reduce water consumption by 21% by 2030. RNAIPL also commits to rejuvenating water bodies in the community, creating new water bodies, and improving water tables through groundwater recharging pits.

RNAIPL is actively replacing single-use plastic items within the plant with eco-friendly alternatives and conducts campaigns to raise awareness about the environmental impact of single-use plastic.

The plant has achieved a 36% reduction in energy use since 2010 through conservation techniques and technology upgrades. By 2030, RNAIPL aims to reduce the energy required to manufacture a car by 20% compared to the 2019 baseline and further reduce it by 30% by 2045.

By implementing its comprehensive roadmap, RNAIPL is confident in achieving its sustainability goals by 2030 and ultimately becoming carbon neutral by 2045. The company's commitment to energy and resource reduction, renewable energy integration, and technological advancements establishes its position as a leading player in sustainable manufacturing.



**RENAULT NISSAN**

# Electric One and RunR Mobility Forging Ahead

**T**HE largest and most promising cooperation in the field of electric mobility in 2023. The brand RunR Mobility from Vadodara, Gujarat, also known as MECPower Mobility Pvt. Ltd., and Electric One Energy Pvt. Ltd. (India's Largest EV Super Store Chain) announce a close cooperation in the area of sales of high-speed eScooters in India.

This unique cooperation in the Indian EV market promises an enormous win-win situation for both sides and aims at making RunR Mobility's vehicles more affordable and accessible to the consumers. This partnership will enable them to avail themselves of RunR Mobility's EV scooters hassle-free. Furthermore, it will cultivate trust in the minds of Indian and global buyers who are looking forward to innovative, affordable, and 100% indigenous electric vehicles.

The founders, Mr. Setul Shah (RunR Mobility/MECpower Solutions Pvt. Ltd.) and Mr. Amit Das (Founder & CEO) of Electric One Energy Pvt. Ltd., are convinced to make a decisive contribution to decarbonization across India. Technically high-quality eScooters are of great interest to every user. After-sales service is an essential part of this cooperation. Together, both brands aim to become pragmatic leaders in the rising market for electric vehicles with complete ecosystem to benefit end customers.

In Gujarat, Electric One will exclusively sell the high-speed eScooters in their dealer network, and all other 100+ dealers across India will also sell these high-quality eScooters, thus ensuring a strong presence.

RunR Mobility is an indigenous manufacturer of affordable electric two-wheelers, addressing safety and infrastructure concerns. They are introducing the RunR HS EV model and developing future models with unique swappable batteries. Electric One Energy is India's largest EV Super Store Chain, expanding to 500 stores by 2024, offering a wide range of electric vehicles. They focus on dealer and employee training for quality business operations.



**Mr. Setul Shah**  
Founder  
RunR Mobility/MECpower  
Solutions Pvt. Ltd.



**Mr. Amit Das**  
Founder & CEO  
Electric One Energy Pvt. Ltd



# Cabinet approves ₹17,000 crore PLI scheme for IT hardware



THE Union Cabinet has approved the second phase of the Production Linked Incentive (PLI) scheme for IT hardware in India. The scheme aims to boost domestic manufacturing of high-tech electronics, including laptops, PCs, servers, and ultra-small form factor devices. With an allocation of ₹17,000 crore over six years, the PLI scheme is expected to generate production worth ₹3.35 lakh crore, attract new investments of ₹2,430 crore, and create 75,000 new jobs.

The PLI scheme builds on India's success in becoming the second-largest mobile phone manufacturer in the world. The government's focus has shifted from import substitution to catering to global demand. Union Minister Ashwini Vaishnaw emphasized that the mindset now is about meeting global demand and positioning India as a major electronics manufacturing country.

Under the new scheme, companies can receive incentives of up to 5% and an additional 4% if they use domestically-produced components. This incentivizes companies to source components locally and promotes the development of a robust domestic supply chain. Major companies like HP, Dell, Acer, and Asus have shown interest in the scheme, while Apple is actively evaluating it.

The PLI scheme has already proven successful in attracting tech giants to expand their operations in India. Companies like Apple, Foxconn, and Wistron have significantly increased their investments and manufacturing capabilities in the country. The first phase of the PLI scheme for smartphones led to India crossing the \$11 billion mark in smartphone exports, demonstrating the positive impact of the incentive program.

The PLI 2.0 scheme for IT hardware is a crucial part of India's efforts to promote domestic manufacturing and capitalize on the global shift away from China's manufacturing industry. It aims to accelerate domestic manufacturing, create jobs, and enhance India's global presence in the electronic and IT hardware industry. This scheme is a significant step towards achieving self-reliance in electronics manufacturing, establishing India as a major player in the global technology industry, and fostering innovation and economic growth in the sector.

# FADA Urges GST Rate Reduction on Two-Wheelers



**T**HE Federation of Automobile Dealers Associations (FADA), the leading body of Automobile Retail in India, has submitted a critical representation to the GST Council, urging an immediate reduction in the GST rate on two-wheelers from the current 28% to 18%. This timely and decisive intervention is aimed at making two-wheelers more affordable, reviving demand and reinvigorating an industry that has seen a significant slump in sales over the past few years.

FADA President Mr. Manish Raj Singhania affirmed, "The two-wheeler industry is at a critical juncture, grappling with unprecedented challenges such as rising inflation, stringent emission norms and the post Covid-19 effects in Bharat of India. Now is the opportune moment for the GST Council to reduce the GST rate on two-wheelers, making them more accessible for the common man, thereby providing the much-needed boost to the industry, generating employment opportunities and fostering India's overall economic growth."

FADA's compelling appeal has been forwarded to the Finance Minister, chair of the GST Council, all GST Council members, the Ministry of Heavy Industries, which supervises the automobile sector and the Ministry of Road Transport & Highways. This action underscores the urgency and significance of the issue.

Rising two-wheeler prices in India have made them less affordable due to factors like higher raw material costs, stricter emission norms, and increased taxes. The price escalation has led to a decline in sales, highlighting the need for intervention and a reduction in the Goods and Services Tax (GST) rate. Two-wheelers are crucial for providing affordable mobility, particularly in rural areas, and should not be considered luxury items for taxation. Lowering the GST rate will enhance competitiveness, increase sales, address rural distress, and support the transition to cleaner transportation. The appeal for a reduced GST rate on two-wheelers aims to benefit the industry, consumers, the environment, and the Indian economy as a whole.

# Yulu and Prestige Group Partners for Green Mobility

**Y**ULU, India's largest shared electric 2-wheeler company, in association with Prestige Group, South India's leading real estate developer, launched Yulu Zones inside the Prestige Tech Park (PTP) campus in Kadubeesanahalli. 6 Yulu Zones with Yulu Miracle shared EVs have been opened at the Prestige Tech Park premises, with the aim to provide access to sustainable & easy mobility to thousands of working professionals who come to the PTP campus for work everyday. The Prestige Tech Park campus in Kadubeesanahalli houses many IT giants, and close to 35,000 people work at the Park.

Shared EVs offer a practical mobility solution for short mile commute by enabling riders to decrease their carbon footprint and mitigate traffic congestion on an individual level. In line with its objective of going deeper and denser, Yulu plans to deploy more Yulu Zones in other major Tech Parks and Business Campuses in Bengaluru, thus providing an easily accessible, affordable, and sustainable mobility solution to the working class. With perennial shortage of cabs and rickshaw, Yulu shared EVs have proved to be a great alternative for intra-city commute.



yulu



# Yokohama's First Women's Car Rally in Bengaluru

**Y**OKOHAMA recently organized the first edition of WOW (Women on Wheels) Yokohama Car Rally, which started with great enthusiasm. The rally, based on the TSD (Time Speed Distance) Treasure Hunt format, was open to women who love driving, and more than 50 cars participated in the day-long event. The rally featured a captivating treasure hunt element that challenged both the participants and their cars.

Yokohama India's Director, Harshawardhan Honmode, expressed his delight at the overwhelming response to the rally. The event aimed to bring together women who see driving as more than just commuting and reflected the company's philosophy of celebrating the motoring lifestyle. Honmode praised the enthusiasm and skill displayed by the participants and reiterated Yokohama's commitment to providing comfortable drives for every customer.

Popular radio personality RJ Malishka, who traveled from Mumbai to Bengaluru for the rally, shared her belief in exploring new paths and breaking barriers. She described driving as liberating and considered the rally a perfect blend of adventure and fun for all participants. Another participant, Karuuna Sharma, who came from Delhi, noted the increasing participation of women from all walks of life in such events.

The Women on Wheels Yokohama Rally witnessed the active involvement of women motoring enthusiasts, who tackled a challenging route spanning approximately 80-100 kilometers. The competition was divided into separate divisions for amateurs and professionals, with enticing cash prizes up for grabs. The event incorporated interactive activities to provide an engaging and thrilling experience for the participants.

Yokohama partnered with Chetan Shivram Motors as the ground partner and the Sheraton Grand Bengaluru Whitefield Hotel & Convention Center as the hospitality partner, ensuring a seamless and enjoyable experience for all participants of the WOW Rally.



# SPREADING WINGS



## Volkswagen Opens Eight New Touchpoints in 4 States

**V**OLKSWAGEN INDIA inaugurated eight new touchpoints in Karnataka, Kerala, Punjab and Tamil Nadu as part of its drive to enhance its reach and accessibility across the country. The company said it would strengthen its network to 182 sales and 140 service touchpoints in 130 cities in 2023.

The eight new touchpoints inaugurated are Belagavi, Davanagere, Vijayapura in Karnataka; Coimbatore and Thoothukudi in Tamil Nadu; Kodungallur in Kerala and Mohali and Pathankot in Punjab. The newly inaugurated touchpoints offer a combination of services such as sales, pre-owned cars (Das WeltAuto.) and after-sales service. With the latest network additions, the current footprint of Volkswagen stands at 161 sales and 126 service touchpoints across 121 cities in India. The German-engineered products and customer experience by Volkswagen has a new address in these cities with the inauguration of the eight touchpoints.



## Revolt Motors Expands Dealerships in Mumbai

**R**ATTANINDIA'S REVOLT MOTORS, India's highest selling electric motorcycle company is delighted to announce the inauguration of two new dealerships in Mumbai in Andheri and Dombivli, marking a significant expansion of its footprint in the region. These state-of-the-art showrooms aim to bring the future of mobility to the city, offering customers an extensive range of electric motorcycles and a seamless ownership experience.

The new dealerships, strategically located in prime areas of Mumbai, showcase Revolt Motors' commitment to providing sustainable and eco-friendly transportation solutions. With the growing demand for electric vehicles in the city, the addition of these two outlets will cater to the needs of the ever-expanding customer base, as well as offer a platform for prospective buyers to explore and experience Revolt Motors' cutting-edge products firsthand.



## Honda and Scooter India opens BigWing in Panvel

**H**ONDA Motorcycle & Scooter India (HMSI) inaugurated an all-new premium big bike sales and service outlet – Honda BigWing at Panvel (Maharashtra). Located at Munot Landmark, Ground Floor, Plot No-64-65/3, next to Garden Hotel, Panvel, Raigad, Maharashtra-410206, the facility aims to elevate the #GoRidin spirit amongst new as well as prospective customers.

Expanding their last mile presence to cater to the aspirational customers, the differentiated Silver Wing can be experienced at more than 100 operational touchpoints. In the state of Maharashtra, the company currently operates over 13 outlets with exciting premium offerings from HMSI, the company said in a media release.

Honda's premium motorcycle retail format is led by the BigWing Topline in top metros and BigWing in other demand centers. While the marquee Honda BigWing Topline houses Honda's complete premium motorcycle range starting from the newly launched CB300F, CB300R, H'ness-CB350 and its Anniversary Edition, CB350RS, CB500X, CBR650R, CB650R, CBR1000RR-R Fireblade, CBR1000RR-R Fireblade SP, adventure tourer Africa Twin Adventure Sports and flagship model Gold Wing Tour, the BigWing delights mid-size motorcycle fans of Honda.



## Yokohama opens 51st YCN-store in Tamil Nadu



**Y**okohama India is pleased to announce the launch of its 51st branded store in Tamil Nadu within its flagship Yokohama Club Network (YCN). Tyre Centre Co., one of the most prominent tyre retailers in Salem is now the 51st official merchandiser of the Yokohama range of performance tyres. Tyre Centre Co. will have the full range of products and services on display, including the passenger car tyres and SUV tyres. The specialized store will further propel the already expansive Yokohama Club Network to create a well-connected channel around the country.

"To achieve excellence, customer reach and customer satisfaction hold utmost importance. The Yokohama Club Network has been at the forefront of offering a wide range of tyres and services to meet Indian motorists' needs thus setting a benchmark in customer satisfaction. The new YCN store in Salem is an opportunity for us to connect with customers in this area and help them get the most out of their motoring lifestyle with our top-notch performance tyres," Mr. Harinder Singh, MD & CEO Yokohama India was quoted saying.

Mr Sivakumar, owner of Tyre Centre Co. said, "I have been associated with Yokohama Tyres for over 12 years now. Looking at the product performance and the company's support regarding service and warranty, I decided to fortify this relationship by upgrading my showroom to a specialised YCN store. I would like to add that repeat customer demand for Yokohama Tyres is also a major reason behind this decision."

YCN dealership stores are not just a regular tyre shop but a one-stop solution for tyre-related needs and services like the complete range of Yokohama Tyres, wheel balancing, wheel alignment etc. All these come with the latest tools and machinery and trained technicians. Since 2020, Yokohama India has increased its YCN fourfold and looks to expand its reach more aggressively in 2023 as well.

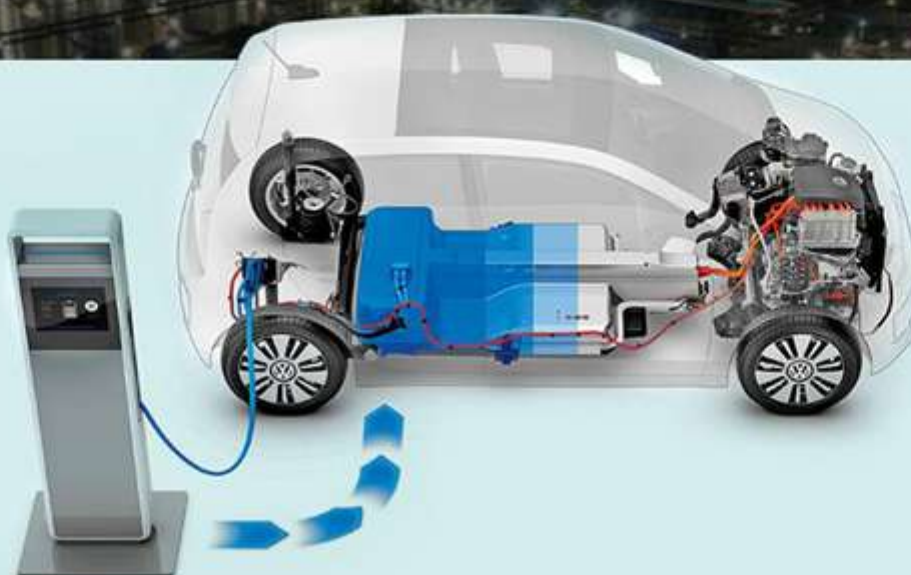
# Epsilon partners with KRI Inc to establish India's 1st Advanced Tech Centre

**E**PSILON Advanced Materials (EAMPL), India's leading battery materials manufacturer, has entered into a Memorandum of Understanding with KRI Inc., a prominent Japanese research company, to establish a cutting-edge Advanced Technology Centre with an investment of Rs 300 crores. The primary objective of this state-of-the-art facility is to advance domestic capabilities in testing advanced cell-grade materials and bolster the Indian battery performance materials testing and manufacturing landscape within the electric vehicle (EV) ecosystem. This collaboration will position India as a global hub for battery performance material technology research and innovation.

With over 35 years of global research experience, KRI Inc., an affiliate of Osaka Gas, is renowned for its expertise in electric materials, nanomaterials, energy conversion technology, and environmental conservation technology. The partnership with Epsilon Advanced Materials will enable KRI Inc. to expand its global presence by offering commercial services in advanced research

Upon signing the MoU with KRI Inc., Mr. Vikram Handa, Managing Director of Epsilon Advanced Materials, expressed, "The signing of this MoU marks a landmark moment for Epsilon Advanced Materials and the Indian battery research and manufacturing ecosystem. Our collaboration with KRI Inc. will enhance battery materials research and innovation in the country, reaffirming our commitment to delivering only the highest quality products to our valued customers."

Expressing his thoughts on the MoU, The President of KRI Inc, Dr. Shinichi Kawasaki says, "We are pleased to sign this MoU with Epsilon Advanced Materials, this collaboration is not only an advancement for EV and battery industry but also promotes scientific research and innovation. The advanced cell testing facility will become a common testing ground, attracting cell manufacturing companies from India and overseas. This facility will be equipped to offer a wide range of testing services to ensure highest quality and performance of products."



# Komaki Redefines New EV Komaki TN 95



**C**ONTINUING its mission to revolutionize India's clean mobility landscape, Komaki, one of the most trusted electric vehicle manufacturers in the country, has rejigged its popular electric scooter – Komaki TN 95, the largest scooter in the country. The 2023 model of the Komaki TN 95 is equipped with anti-skid technology and is available with LiFePO4 app-based smart batteries. The advanced batteries of the new TN 95 electric scooters are fire-resistant and take only 4 to 5 hours to get fully charged.

The TN 95 2023 model of Komaki has enhanced speed and performance, and riding mechanics and is designed to give an electrifying trip with every ride. The new electric scooters have free extra storage and safety guard. Some of the unique features of the advanced EV include LED DRL front winkers, dual LED headlamp, 5000 Watt Hub motor, 50 AMP controller, parking assist, cruise control, and reverse assist. The TFT screen of the upgraded Komaki TN 95 provides onboard navigation, a sound system, Bluetooth and on-ride calling facilities. The smart scooters have three gear modes with regen – Eco Mode, Sports Mode and Turbo Mode

Komaki TN 95 2023 model has a dual disc brake system and a Keyfob for keyless entry and control. The maximum speed of the vehicles can reach up to 75 – 85 km per hour. The electric scooters have a boot space of 18 Ltrs along with all-inclusive accessories like a footrest, additional storage, and a full bodyguard. The TN 95 Sport with a mileage range of 130 to 150 Km comes at an ex-showroom price of Rs 1,31,035, and the more advanced TN 95 Sport with a mileage range of 150 to 180 Km is available in the market at an ex-showroom price of Rs 1,39,871. The electric vehicles are available in metal grey and cherry red colours.

# GLOBAL EYE



## Jeep Unveils Advanced AI & Autonomous Off-Road Tech

**C**OINCIDING with National Autonomous Vehicle Day in the USA, the Jeep brand provides a glimpse of its future generation of advanced off-road driving technology.

A team led by Neda Cvijetic, Head of AI & Autonomous Driving at Stellantis, tested in Moab, Utah, the latest prototypes of automated off-road driving technology being exclusively developed for the Jeep brand.

Installed in two electrified Jeep Grand Cherokee 4xe models, this AI and autonomous off-road driving technology can enhance the experiences of seasoned off-roaders, as well of customers who are new to driving the trail. It will also help Jeep SUV owners in challenging everyday driving conditions. The Jeep brand is at the forefront of developing automated off-road driving technology, alongside its growing leadership in off-road electrification, with its expanding range of 4xe SUVs.

"In the same way that our 4xe electrification takes Jeep brand's off-road capability to new heights, these advanced off-road driving systems will help more customers in more countries around world join and enjoy the adventure. These features and technology will have real-life applications on and off the trail in a wide range of driving conditions," said Christian Meunier Jeep brand CEO. The Jeep brand will release this summer the full video showcasing the future generation of its advanced autonomous off-road driving technology.



# MSIL Launches Jimny Off-Roader



**M**ARUTI SUZUKI INDIA Limited (MSIL) has launched the highly anticipated Jimny off-roader, starting at INR 1,274,000. The Jimny represents the epitome of adventure, ruggedness, and versatility. It is available in Zeta and Alpha variants with Automatic and Manual transmission choices, targeting SUV enthusiasts. The design philosophy of 'Crafted Futurism' is embodied in the Jimny, accentuating NEXA's SUV portfolio. The CEO, Mr. Hisashi Takeuchi, expressed excitement about introducing the legendary Jimny to the Indian market, emphasizing its timeless design and exceptional off-road capabilities powered by Suzuki's ALLGRIP PRO (4WD) technology. India serves as the mother plant for the Jimny (5-door), showcasing Suzuki's commitment to Make-In-India for the world.

The Jimny boasts a beautifully conceptualized design with a focus on functionality. Its body-on-frame design offers solidity, squared body proportions, and improved visibility on treacherous terrain. LED projector headlamps ensure visibility in tough conditions, while optimized bumpers enhance wheel clearance and protect against damage. The interior features a minimalistic design to maintain driver focus, with black shades and silver inserts highlighting functional elements. The dashboard and centre console enhance the driver's awareness of the car's angle on uneven surfaces. The Jimny's interior combines practicality and utility, providing a large boot space with easy loading and unloading.

The Jimny is praised for its off-road prowess, strong and agile with essential components like body angles, rigid suspension, ladder frame chassis, and ALLGRIP PRO (4WD). It offers seamless shifting between two-wheel and four-wheel drive, powered by a fuel-efficient 1.5L K-series engine. Equipped with SmartPlay Pro+ system, it ensures wireless connectivity, high-definition display, and premium sound. Safety features include airbags, ABS, ESP, built on Suzuki's TECT platform. With a range of captivating colors, the Jimny allows for individual expression.

Overall, the Jimny represents a new era of thrill and adventure, combining design, performance, technology, and safety. It is set to conquer uncharted territories and empower customers to embrace the spirit of adventure with a #NeverTurnBack attitude.

# Mobil signs Hrithik Roshan as new brand ambassador



**M**OBIL, a global leader in lubrication technology innovation, announced Bollywood superstar Hrithik Roshan as its new brand ambassador. Well-known for his confidence and unrivalled energy, Hrithik emerged as the obvious choice to highlight Mobil's brand values of driving human progress, building confidence, and enabling customers to unlock their true potential.

Announcing the partnership, Vipin Rana, CEO, ExxonMobil Lubricants Pvt Ltd, said, "We are excited to partner with Hrithik Roshan for our Mobil lubricants in India. We believe his personality will resonate well with trade partners and consumers to feel confident about what Mobil can deliver to serve India's lubrication needs".

Commenting on the brand association, actor Hrithik Roshan said, "I am really looking forward to partnering with Mobil and its trusted brand name that is recognized world over. I strongly believe that confidence is the real driving force of champions to make a difference to people's lives and the community, and this is what the Mobil brand is all about".

Mobil had earlier partnered with Hrithik Roshan's action thriller 'Vikram Vedha' which reiterated on the message that prioritizing one's wellness by making the right choices was important."

For more than a century, Mobil has been serving the world's lubrication needs as a technology leader and trusted partner. Mobil products are engineered to help consumers get outstanding engine performance and protection for their cars, trucks, and motorcycles. For businesses, Mobil has helped customers around the world – and in every industry – to reduce costs, improve productivity and enhance equipment efficiency.



# Mobil™

# TKM Ramps-up Production

- TKM's Growing Contribution to 'Make in India' and 'Skill India
- Fostering Customer-Centric Approach with Enhanced Operations
- Overwhelming Response to TKM's Product Line-up

**B**ANGALORE, May 18, 2023 - In line with its customer-centric approach and commitment to meeting the evolving market needs, Toyota Kirloskar Motor, has announced the commencement of three-shift operations at its manufacturing facility in Bidadi from the month of May, 2023 backed by the rising demand for its existing portfolio of products and its new launches in 2022.

Three shift operations commencement is set to boost the plant's production output by over 30% and strategically meet the strong booking numbers for its entire range of product portfolio in the country. The announcement also means that the company will be generating additional employment of close to 25% including that of increased intake from Toyota Technical Training Institute (TTTI), which is the company's existing skill technical education facility in its Bidadi plant, with a focus to scale-up students' skill levels on advanced technology by Toyota's globally certified expert trainers. Last year, TKM also undertook a major expansion of TTTI with capacity going up from 200 to 1,200 students (academically, batch-wise). TKM currently has a 6000-member strong team, including production and non-production staff.

Commenting on the company's recent development, Mr. Sudeep Dalvi, SVP & Chief Communication Officer, Toyota Kirloskar Motor said "Toyota expresses excitement over positive market response and customer-centric approach. They start a third shift operation to meet delivery commitments, ensuring team members' safety and comfort through welfare measures. Toyota remains dedicated to building better and greener cars, supporting India's vision of 'Make in India' and sustainable mobility. Their focus on plant efficiency and advanced technologies, like the newly established e-Drive manufacturing line, demonstrates their contribution to India's objectives of "Make in India," "Skill India," and energy efficiency."



# Simple Energy Delivers Super EV - Simple ONE

## Delivery Phases of Simple ONE Commence in Bengaluru, Retail Expansion to 40-50 Cities with 160-180 Stores

**S**IMPLE ENERGY, India's leading electric vehicle and clean energy start-up, commenced deliveries of its revolutionary product, the Super EV - Simple ONE. The company plans to facilitate deliveries in a phased manner starting from Bengaluru. Officially debuted on 23rd May, Simple ONE is the first EV from Simple Energy that promises to be a game-changer in the industry, offering a blend of style, performance, and superior range.

Launched at an attractive price of INR 1,45,000 (Ex-Showroom, Bengaluru), the new Super EV has received more than 1,00,000 bookings. With its advanced engineering and state-of-the-art battery technology, the 2-wheeler EV promises to revolutionize urban mobility and redefine the way people commute.

Speaking on the occasion, Mr. Suhas Rajkumar, Founder and CEO, Simple Energy, said, "We are elated to commence the deliveries of the Simple ONE, starting with customers in Bengaluru. We are all proud of the hard work and dedication of our team in creating a holistic product that is both sustainable and an efficient transportation option for our customers. We are confident that we will be successful in creating a delightful ownership experience for our customers and believe that Simple ONE will revolutionize the segment by creating a greener future."

Simple ONE boasts an impressive range of 212 kms, making it the longest-range E2W in India, ideal for daily commuting needs. It features an indigenous and powerful electric motor that delivers swift acceleration, ensuring a smooth and enjoyable riding experience. Additionally, the vehicle is equipped with state-of-the-art safety features and smart connectivity options, making it a truly futuristic mode of transportation. Simple ONE is also the fastest E2W in its segment, sprinting to 0-40 kmph at a whopping 2.77 seconds. Furthermore, it is the first e-scooter to come with a thermal management system, developed collaboratively with IIT-Indore, helping mitigate any thermal runaways.



# Tata Motors Launches 'EVOLVE' Program for Tata EV Owners

**T**ATA MOTORS, a leading automobile manufacturer in India and a pioneer in the country's EV evolution, introduced 'EVOLVE' on World Environment Day. This program aims to unite Tata EV owners in their journey towards promoting EV acceptance. 'EVOLVE' encompasses various customer-focused activities, including experiential drives, community benefits, exchange and upgrade programs, and exclusive referral rewards.

To kickstart 'EVOLVE,' Tata Motors initiated a limited-time referral program. Customers participating in this program will have the opportunity to win exciting rewards, including curated travel packages to remarkable destinations like Machu Picchu and Iceland, or the chance to witness the Grand Slam live. The referral program will be launched in the top 13 EV consumer markets, and details of the rewards can be found on the official website.

Mr. Shailesh Chandra, MD of Tata Motors Passenger Vehicles Ltd. and Tata Passenger Electric Mobility Ltd., expressed his excitement about 'EVOLVE' and acknowledged the pivotal role played by Tata EV customers in driving the EV revolution in India. The program aims to create a thriving EV community by offering engaging experiences, discussion forums, loyalty points, and benefits. It serves as a platform to reward Tata Motors' brand ambassadors and solidify its position as India's leading EV manufacturer.

Tata Motors is committed to developing and supporting its EV community, which continues to grow steadily. With an extensive range of 4-wheeler EVs and plans to introduce exciting EV products at different price points and body styles, the company strives to provide the best for its EV community. Tata Motors has been successful in accelerating EV adoption by creating a comprehensive EV ecosystem with other Tata Group companies, offering simple and cost-effective solutions. 'EVOLVE' represents the next phase of this ecosystem's development, aiming to inspire more individuals to #EvolveToElectric and contribute to a greener future.

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