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# AUTOGUIDE

India's Automotive Industry & Trade Journal

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## INDIA FINALLY ADOPTS GLOBAL SAFETY STANDARDS



**"Gadkari Mandates AC Cabins for All Trucks"**



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### Current Drives: Embracing the Electrifying Automotive Landscape

**G**ET ready for the electrifying revolution with the launch of our groundbreaking automotive magazine, Autoguide EV Flip! This magazine is entirely dedicated to the world of electric vehicles (EVs) and aims to be your ultimate guide, providing comprehensive insights, in-depth reviews, and the latest industry news. As we delve into the fascinating realm of electric mobility, we'll also explore other exciting developments in the automotive world.

The world is embracing the future of transportation, and the importance of sustainable mobility solutions is increasingly recognized by governments, businesses, and consumers. In line with this transformative shift, our magazine will serve as your go-to resource, offering a wealth of knowledge to navigate the exciting world of EVs and their ever-expanding ecosystem.

In a major move towards promoting eco-friendly vehicles, the government plans to implement a car rating system from October. This system will empower consumers with vital information on the environmental impact and energy efficiency of their chosen vehicles. The initiative aims to empower consumers to make informed choices that align with their environmental goals.

Uber, the global ride-hailing giant, is making significant strides towards a greener future. At Mumbai International Airport, Uber has introduced an all-electric fleet of vehicles, providing passengers with an environmentally friendly travel option.

Tata Motors, a leading Indian automotive manufacturer, has taken a proactive step by announcing a price hike in their passenger vehicles (PVs) while introducing booking protection. This strategic move aims to safeguard customers against fluctuating costs. The government's efforts to boost E2W sales through increased subsidies have been met with enthusiasm from both manufacturers and consumers.

Furthermore, we will delve into the inspiring success story of EKA Mobility, which recently secured a significant order for 57 E-buses from the MBMC. This achievement underscores the role of electric buses in reducing carbon emissions and improving air quality.

Lastly, we'll explore the strategic moves of Harley-Davidson, an iconic motorcycle brand, as they consider Indian manufacturing for global sales. This bold decision reflects the immense potential and competitiveness of the Indian automotive industry.

*Enjoy reading*

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# New Car Safety Ratings to Transform Indian Auto Industry

**I**n a groundbreaking move, the Indian government has announced the implementation of its own star rating system for cars, set to begin from October 1. The Bharat New Car Assessment Programme aims to enhance safety standards in the country by providing safety ratings to new cars based on rigorous testing. This initiative will empower buyers to make informed choices, compelling car manufacturers to prioritize in-built safety features. The star ratings, ranging from "One to Five," will be determined based on three key factors: Adult Occupant Protection (AOP), Child Occupant Protection (COP), and Safety Assist Technologies (SAT). This development comes as global leaders gather in Stockholm to strategize on halving road fatalities, emphasizing the urgent need for improved vehicle safety. The BNCAP is a significant step towards realizing this vision, reinforcing the industry's responsibility in safeguarding lives.

The BNCAP will operate through an apex committee approved by the central government, hosting star ratings and test results on its website. It offers voluntary participation for car manufacturers, promoting transparency and fairness. The program eliminates the need for domestic manufacturers to send samples abroad, reducing costs and supporting industry growth.

India's existing mandatory crash test norms will now be complemented by the superior standards of the BNCAP ratings. While the current crash test norms focus on structural integrity, the BNCAP ratings will provide a more comprehensive evaluation of a vehicle's safety features. By including assessments of Adult Occupant Protection, Child Occupant Protection, and Safety Assist Technologies, the BNCAP aims to encourage car manufacturers to prioritize the integration of advanced safety technologies into their vehicles. This will ultimately contribute to reducing the number of road accidents.



The government has issued a draft notification specifying the mechanism and guidelines for the program. The proposed rules state that manufacturers or importers of motor vehicles falling under category M1 and weighing less than 3.5 tonnes will be subject to the star rating assessment. They will need to submit an application to the designated agency, which will evaluate the vehicles according to the Automotive Industry Standard (AIS)-197. This standardized evaluation process will ensure consistency and fairness in assessing the safety performance of different vehicles.

The cost of assessment will be borne by the respective manufacturers or importers, aligning with the principle of self-accountability. By shouldering the financial responsibility, car manufacturers will have a vested interest in ensuring their vehicles meet the highest standards. This will create a positive market incentive for manufacturers to continually improve their offerings, pushing the boundaries of innovation and setting new benchmarks for the industry.

The draft notification has invited public comments within a 30-day period, allowing stakeholders to contribute their insights before finalizing the rules. This inclusive approach ensures that all relevant perspectives are considered, and potential challenges or concerns are addressed. The feedback received during this period will contribute to the refinement and strengthening of the BNCAP, making it a robust and effective safety assessment program.

Once approved, the designated agency will select testing agencies to evaluate the vehicles based on AIS-197 and submit assessment reports. The star ratings will then be uploaded onto the designated portal, enabling consumers to access this vital safety information. This transparency in safety ratings will revolutionize the way car buyers make their purchasing decisions, as they will have access to reliable data that empowers them to prioritize each feature when choosing a vehicle.



This landmark decision by the Indian government marks a pivotal moment for the automobile industry in the country. By introducing the BNCAP, India joins the global movement toward enhancing vehicle wellbeing, aligning with the goals set at the global meeting of the networks of Heads of National Road Safety Agencies organized by the World Health Organization. With the surge of new cars expected to hit the roads over the next decade, the industry must rise to the occasion and prioritize security features to prevent avoidable deaths and injuries. The BNCAP not only ensures that car manufacturers uphold their responsibility but also empowers Indian consumers to make safer choices, revolutionizing the automotive landscape in the process.

The implementation of the BNCAP will have far-reaching implications for the Indian automotive industry. Car manufacturers will need to invest more resources in research and development to incorporate advanced safety technologies into their vehicles. This will foster innovation and technological advancements within the industry, leading to safer and more reliable cars on the market.

Lastly, The BNCAP will foster healthy competition among manufacturers, the program has the potential to significantly improve road safety in India by raising awareness and offering safer options. It also prioritizes Child Occupant Protection, encouraging manufacturers to implement measures to safeguard vulnerable passengers. This commitment ensures the well-being of future generations on Indian roads.

# Milestones and Momentum

THE Indian automotive market remains resilient and adaptable, as shown by the latest vehicle retail data for June 2023. Despite challenges, the industry is on an upward trajectory, with growth, innovation, and emerging trends shaping the landscape.

According to FADA's report, the overall auto retail sector in India has grown, although there was a slight deceleration in sales in the short term.

Compared to the pre-COVID levels, the 2-wheeler segment experienced a setback of -14%, while the CV segment showed positive growth of 1.5% compared to June 2019.

The 3-wheeler, PV, and tractor segments reached all-time highs in June 2023, demonstrating the market's resilience. However, the 2-wheeler market faced supply constraints and lower demand due to economic conditions and increased entry-level bike costs. EV sales declined by 56% due to reduced FAME subsidies.

In the passenger vehicle segment, inventory pressures and demand-supply imbalances affected profitability. The CV segment had mixed dynamics due to inconsistent demand, supply issues, government policies, and external market factors.

The report also highlights trends and challenges in the industry. The 3-wheeler market saw robust growth due to the low base effect and the shift towards alternative fuels, particularly EVs. The PV segment navigated through varying demand and market sentiments, while the CV segment faced fluctuating demand and vehicle availability issues.

Erratic monsoon rainfall in India may impact sales in rural areas, but evenly spread rains could revive rural demand and positively influence automotive sales. FADA remains cautiously optimistic about the near-term outlook.

In June 2023, notable sales figures were observed. Several manufacturers, including Honda, Nissan, Maruti Suzuki, Tata Motors, Toyota Kirloskar Motor, and MG Motor, achieved significant sales.

The data also provides insights into inventory levels and industry sentiment. Liquidity levels are reported as neutral to good, and sentiment and expectations for July vary between neutral, good, and growth.

Overall, the June 2023 sales report reflects the diverse landscape of the Indian automotive industry. While some segments experienced growth, others faced supply constraints and economic pressures. Challenges such as reduced FAME subsidies and monsoon impacts exist, but cautious optimism remains for the near-term outlook, with the upcoming festive season and potential revival of rural demand.



# Maruti Suzuki Expands Export with Launch of Fronx SUV

**M**ARUTI SUZUKI, India's leading passenger vehicle exporter, has taken a significant step in expanding its export operations with the introduction of its newly launched sporty compact SUV, Fronx. The company has commenced the export of Fronx by shipping the first batch of 556 vehicles from Mundra, Mumbai, and Pipavav Ports to various destinations in Latin America, the Middle East, and Africa. This strategic move aligns with the Indian government's "Make in India" campaign, which aims to promote domestic manufacturing and boost exports.

Mr. Hisashi Takeuchi, Managing Director & CEO of Maruti Suzuki India Limited, expressed his confidence in the potential of the Fronx to bolster the company's ambitious export plans. He emphasized Maruti Suzuki's commitment to leading the export of cars manufactured in India and highlighted the support received from their parent company, Suzuki Motor Corporation, Japan. With the expansion of their product portfolio and the increased export coverage, Maruti Suzuki aims to cater to a wider range of international markets. The company is proud to offer customers in India the assurance that their beloved Fronx will also become a popular choice among customers globally.

The Fronx made its debut at Auto Expo 2023, captivating audiences with its modern SUV design, spirited performance, and a host of premium features. It embodies NEXA's signature "Crafted Futurism" design language, which combines sophistication with futuristic elements. Since its launch, the Fronx has received an overwhelmingly positive response from customers and critics in the domestic market, garnering praise for its striking design and impressive performance. Maruti Suzuki aims to replicate this success in international markets by introducing the Fronx as a compelling choice for SUV enthusiasts worldwide.



# Maruti Suzuki targets doubling its turnover by 2031

**M**ARUTI SUZUKI, India's largest carmaker, has set its sights on doubling its turnover by 2031. To achieve this ambitious goal, the company plans to make substantial investments in new technologies, expand its product lineup to include six electric vehicles (EVs), and increase its production capacity. Hisashi Takeuchi, the managing director of Maruti Suzuki, emphasized the company's commitment to strengthening its position in the Indian market by taking "mega steps" in the coming years.

The growth plan outlined by Maruti Suzuki's parent company, Suzuki Motor Corp (SMC), targets a global turnover of Rs 4.32 lakh crore by 2031, compared to Rs 2.16 lakh crore in FY22. This growth strategy entails investments of Rs 2.8 lakh crore by FY31 to enhance the product portfolio, introduce new technologies, and establish additional manufacturing facilities. The company aims to double its production capacity to over 4 million units per year during this period.

In line with its commitment to sustainable mobility, Maruti Suzuki has firmly committed to launching six EVs in India starting from the next fiscal year. Alongside EVs, the company will continue to adopt various powertrain technologies, including compressed natural gas (CNG) and hybrid systems, as well as explore biofuels such as ethanol flex fuel and biogas. This comprehensive approach demonstrates Maruti Suzuki's dedication to vehicle decarbonization and meeting the evolving needs of the Indian market.

Maruti Suzuki is focused on strengthening its position in the SUV segment in India. It has launched five new SUV models and increased its market share to around 20% in the last quarter, up from 8.5% in Q1FY23. The company aims to become the number one player in the SUV segment and surpass industry growth rates. Maruti Suzuki plans to produce over three million vehicles by 2030 when the domestic car market is expected to reach 6-7 million units annually. Its commitment to innovation, expansion, and market leadership demonstrates its determination to shape the future of the Indian automotive industry.

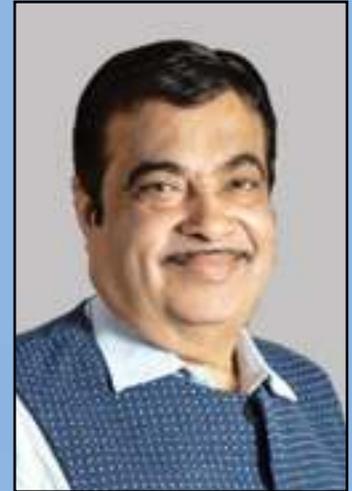


# Gadkari mandates AC cabins for all trucks

ALL trucks will now need to have air-conditioned driver compartments, Minister for Road Transport and Highways, Nitin Gadkari said recently. Speaking at an event organised by Mahindra Logistics to acknowledge the efforts of the drivers' community, Gadkari said, "I wanted to introduce air conditioners in truck driver compartments from the day I took charge as Minister. But there were some apprehensions to this plan with people complaining about higher costs."

"But before coming to this event today, I have signed the file that mandates air conditioning in truck driver compartments. We must ensure that people who drive the trucks are well taken care of," he said.

Gadkari said the centre is upping efforts to improve wayside amenities on national highways. "We are making 570 roadside amenities of which tenders have been awarded for 170 and work has begun. We want that there is an amenity centre at every 50 kilometres of highway stretches," he said. Commenting on measures to reduce road accident fatalities, Gadkari said that lane driving should be encouraged, so should better designing of roads, and training drivers. He also said that vehicle scrapping units and manufacturers need to work in tandem to better utilise the recycled material.



**Nitin Gadkari**  
Minister of Road Transport and  
Highways of India



# Sona Comstar Achieves 5 MLN Milestone

**S**ONA BLW Precision Forgings Ltd. (Sona Comstar), has produced cumulatively 5 million differential assemblies. Sona Comstar is a global supplier of driveline solutions for Battery Electric Vehicles (BEV), Passenger Vehicles, Commercial Vehicles and off-highway vehicles and a manufacturer of differential assemblies for BEVs.

The company started manufacturing differential assemblies at its Gurgaon plant in 2008, extended production to the Pune plant in 2014, and commenced production at the state-of-the-art plant in Manesar in 2019. The company crossed the production mark of 1 million differential assemblies in 2017 and 2 million in 2020, 5 million within three years, the company said.

Sona Comstar designs and manufactures differential assemblies and other driveline parts for electric vehicles across various segments, such as passenger, commercial, and off-highway vehicles.

Backed by its R&D and engineering capabilities, the company is supplying cutting-edge technologies to its discerning customers. From its plants in India, Sona Comstar serves seven of the world's top-10 PV OEMs, three of the world's top-10 CV OEMs, seven of the world's top-10 tractor OEMs, five of the world's top-15 EV OEMs and four of the top-15 Indian e2Ws OEMs, the company said.

Vikram Verma, CEO of Sona Comstar's Driveline business, said, " We are delighted to reach this milestone of 5 million differential assemblies, which reflects our commitment to technology, innovation, quality and customer satisfaction. I congratulate my team on this achievement and thank our customers for their continued trust in our products."







# PEOPLE

## Ather Energy appoints Subrata Mitra for Government Relations

**A** THER ENERGY, a leading electric scooter manufacturer, has appointed Subrata Mitra as the Head of Government Relations and Policy. With over 25 years of experience in public affairs, advocacy, government relations, and public policy, Subrata brings a wealth of expertise and a proven track record in building and managing relationships with the Central government, the company said.

In his previous role as the Head of Government and Industry Relations at Ericsson India, a global ICT solutions provider, Subrata demonstrated exceptional leadership by overseeing government relations and public affairs strategies. He successfully managed a team responsible for shaping the company's public policy agenda and navigating the regulatory environment across a wide range of priorities. Prior to his tenure at Ericsson, Subrata held senior positions at renowned organizations such as Oracle, IBM, IFS AB, and Huawei.



Mr Subrata Mitra

## BattRE Appoints Kumar Abhishek As COO

**B** ATTRE ELECTRIC MOBILITY (BattRE), a leading e-mobility company focused on providing sustainable and performance-rich commute experiences, is pleased to announce the appointment of Kumar Abhishek as Chief Operations Officer. In his new role, Mr Abhishek will oversee and drive the operational excellence of BattRE Electric.

Kumar Abhishek, with 22 years of experience in Strategic Sourcing and Supply Chain Management at Hero Motocorp and Maruti Suzuki, joins BattRE Electric Mobility as Chief Operations Officer. His expertise will drive growth and revolutionize India's electric vehicle industry..

"We are delighted to welcome Kumar Abhishek to the BattRE team as our Chief Operations Officer," said Nishchal Chaudhary, Founder and CEO of BattRE Electric Mobility.



Mr Kumar Abhishek

## Rakesh Sidana resigns as MG Motor India national sales head

**R** akesh Sidana, National Sales Head of MG Motor India, has quit after five years of working for the carmaker, MG Motor India, a wholly-owned subsidiary of SAIC Motor Corp, had appointed Sidana as the Sales Head in 2018. Prior to this he had worked with Honda Cars India as AVP and Operating Head Marketing for more than 10 years. According to Sidana's LinkedIn profile, he joined Honda Cars India in February 2008 and was also the National Sales Head of Honda Cars India Ltd.



Mr Rakesh Sidana

# MG Motors & Jio Partner for In-Car Voice Experience

**M**G MOTOR INDIA has partnered with Jio Platforms to deliver an "In-Car Voice Experience" for MG Motor India's customers. The collaboration aims to offer connected car features in their newly launched Comet EV, the Smart Electric Vehicle, and build a futuristic urban mobility ecosystem.

Through this partnership, MG Comet EV owners will benefit from Jio's innovative assets, including India's first-ever Hinglish Voice Assistant system integrated with music and payment apps, a connectivity platform, and advanced hardware.

Gaurav Gupta, Deputy Managing Director of MG Motor India, highlighted the importance of technology and innovation in the connected car space. This collaboration aims to enrich the driving experience for GenZ customers by prioritizing safety and in-car experiences powered by advanced technology.

The MG Comet EV incorporates Jio's state-of-the-art eSIM technology, enhancing vehicle safety and ensuring secure communications.

Ashish Lodha, President of Jio Platforms, emphasized their commitment to building an ecosystem of cutting-edge technology products and solutions. Hello Jio Voice Assistant, streaming services, payment apps, eSIM, and Jio IoT will provide MG users with real-time connectivity, infotainment, and connected car experiences.

MG Motor India has been at the forefront of innovation in the automobile industry. From the launch of the country's first internet-connected car, MG Hector, to the introduction of India's first pure-electric internet SUV, MG ZS EV, they have consistently pushed the boundaries of automotive technology.

The partnership between Jio Platforms and MG Motor India marks a significant advancement in connected cars and voice-based experiences. It strengthens MG Motor's position as a leading automotive brand and sets the stage for future advancements in connected mobility.



# Nexon EV achieves 50,000 sales milestone

TATA MOTORS, India's leading automobile manufacturer and the pioneer of the EV evolution in India, announced the achievement of the 50K sales mark for India's bestselling EV, the Nexon EV. Since its launch in 2020, the Nexon EV has revolutionised the EV market in India by offering people first-hand EV experience as the vehicle of choice in their house, capable of covering long distances. The Nexon EV was launched to break all barriers of EV adoption for the Indian customer, and in-turn has become the product that has enabled India's journey to electrified mobility.

The Nexon EV is currently being sold in over 500 cities across India and has been driven over 900 million km and counting, across varying terrains. This shows the confidence of the 50K strong Nexon EV community, who are taking long trips to as far as 1500 KM in a stretch. On average, Nexon EV owners are driving around 6.3 million km in a month on intercity & outstation trips ranging from 100 to 400 km. This was also powered by India's growing charging infrastructure – which has seen a growth of over 1500% between FY21 and FY23. Today, we have over 6,000 charging stations in the country – demonstrating how barriers towards public adoption of EVs are breaking.

Commenting on this milestone, Mr. Vivek Srivatsa, Head, Marketing, Sales and Service Strategy, Tata Passenger Electric Mobility Ltd., said, "The Nexon EV was introduced as India's own electric SUV with the aim of offering a cool, stylish, practical and real-world solution for faster EV adoption in India. The Nexon EV customers have grown to 50K in just 3 years. We hope more people experience the promise of an EV and evolve to electric."

The Nexon EV recently set a record for the fastest drive from Kashmir to Kanyakumari, covering 4,003km in under four days and demonstrating its long-range capability. The success of the Nexon EV is attributed to its cool and practical design, and Tata thanks early adopters for their support in building the EV ecosystem. The company hopes that more people will experience the benefits of electric vehicles and transition to electric mobility.

The Nexon EV, available in different variants, contributes up to 15% to the total Nexon brand sales. It is popular among young buyers. Tata Motors recently introduced the upgraded Nexon EV MAX XZ+ LUX with advanced features such as a large touchscreen infotainment system, Android Auto™ & Apple Carplay™, high-definition rearview camera, voice assistant, and improved audio performance. The Nexon EV also offers leatherette ventilated seats, wireless charger, electric sunroof, and various safety features. It supports multiple charging options, including AC and DC fast charging.



# MG Motor Launches StudioZ AR/VR Centre in Chennai

## Digitally Immersive Studio to bring the best of tech and automotive together



**M**G MOTOR INDIA, a British automobile brand with a 99-year-old legacy, inaugurated MG StudioZ, a uniquely immersive experience which leverages the interactive advantages of VR/AR to bring the MG brand closer to all car enthusiasts. MG StudioZ has features such as a digital running façade, video wall configurator, and a mega visualizer with VR/AR zone. MG StudioZ will also feature an array of MG merchandise, allowing customers to express their love for the brand and take home a piece of the MG experience.

MG StudioZ is an initiative that offers a dynamic yet intimate digital environment that resonates with the preferences and aspirations of the modern, urban buyer who is both tech-savvy as well as an auto aficionado. At the inaugural event for MG StudioZ, the company will showcase the recently launched Comet EV, the Smart Electric Vehicle for Urban Mobility, and India's first Pure-Electric Internet SUV, the ZS EV.

Udit Malhotra, Marketing Head, MG Motor India, commented on the inauguration, "MG's first Digital Studio in Chennai is an embodiment of the brand's commitment to digital innovation and customer-centric approach. We are an auto-tech brand and StudioZ fluently echoes this convergence and brings the best in technology and in automobile experiences together under one roof. This studio outlines our vision for the future of automotive retailing. With the growing significance of omnichannel brand presence, digital interfaces such as StudioZ will bring the brand closer to the customer and enhance their buying experience."

In addition, the store has been meticulously designed with a focus on the younger cohort, incorporating captivating attractions that are tailor-made to engage Gen Z customers.

The opening of MG StudioZ marks another milestone in MG Motor's journey as a pioneer in the automotive industry. As the company continues redefining automotive retail and setting new standards, it remains dedicated to creating exceptional products and user experiences.

# GLOBAL EYE



## Harley-Davidson Explores Indian Manufacturing for Global Sales

Harley-Davidson, the renowned American motorcycle manufacturer, is considering leveraging its facilities in India to sell its bikes in other global markets, according to CEO Jochen Zeitz. During his visit to India, Zeitz highlighted the company's priority of strengthening local sales with the HD X440, a bike co-created with Hero MotoCorp. Zeitz acknowledged the potential for exporting from India and emphasized the importance of ensuring success in the Indian market before expanding globally.



## Ferrari Unveils Limited Series Hybrid Models

LUXURY sports automaker Ferrari recently introduced two highly exclusive plug-in hybrid models that represent the pinnacle of its price range. These limited series vehicles are based on the SF90 Stradale supercar from 2019, which marked Ferrari's debut in the series hybrid segment. Drawing inspiration from Ferrari's prestigious XX program, which has been developed over the past two decades, these new road-homologated models cater to expert client drivers seeking extreme track-only cars derived from the brand's top-range offerings.

Ferrari has christened the new models as the SF90 XX Stradale and the SF90 XX Spider, the latter featuring a retractable top. The SF90 XX Stradale will start at an impressive price of 770,000 euros (\$840,378), while the SF90 XX Spider, equipped with the retractable top, will be priced at 850,000 euros. Both vehicles boast an 8-cylinder, 4-liter combustion engine, combined with three electric motors, resulting in a formidable total horsepower of 1,030, surpassing that of the SF90 Stradale by 30 horsepower. Ferrari attributes the enhanced performance not only to the powertrain but also to specific software logics and innovative aerodynamic solutions, including a fixed rear spoiler.



## La Poste chooses Michelin's puncture-proof tires

**B**Y 2024, nearly 40 La Poste vans fitted with the MICHELIN Uptis airless tire will deliver letters and parcels in the Lesquin, Valenciennes and Douai sectors, in the Hauts-de-France region (North of France). Three initial vehicles will be put into circulation as of June 27, within the framework of a two-year partnership between La Poste and Michelin, a first in France and Europe - following partnerships already formed in Asia.



The UPTIS prototype is a puncture-proof wheel/tire assembly with no compressed air, intended for cars and light trucks. The compressed air has been replaced by a revolutionary structure capable of supporting the vehicle. This ensures the strength of the assembly and guarantees driving comfort and safety. This is an off-the-peg solution that allows users to drive with peace of mind, without worrying about road hazards.

## Aston Martin F1 Team and Valvoline Forge Partnership

**A**STON MARTIN Aramco Cognizant Formula One® Team (AMF1 Team) and Valvoline announce a long-term technical and brand partnership, with Valvoline becoming the Official Lubricant Partner of the AMF1 Team.

The partnership begins at the Aramco British Grand Prix, where the AMR23 cars will display the Valvoline brand colors. The collaboration aims to develop Valvoline products that enhance the performance of the AMF1 Team and expand the global reach of the Valvoline brand.

Valvoline, known for its innovative racing oil and extensive motorsport experience, shares a passion for innovation and success with the AMF1 Team. The partnership seeks to drive progress both on and off the track.

Valvoline Global CEO, Jamal Muashsher, expresses enthusiasm for the partnership and looks forward to shared successes and innovation. Team Principal of AMF1, Mike Krack, welcomes Valvoline as the Official Lubricant Partner and highlights the benefits for performance and the upcoming works power unit partnership with Honda.

The Valvoline brand partnership debuts with a special livery at the British Grand Prix and will continue with prominent on-car branding for the remainder of the 2023 season.



# Lamborghini delivers 150th Huracan in India

Lamborghini India delivered the 150th Huracan recently. The super sports car made its world debut in 2014 with the coupe version. It was followed by the Spyder and the rear-wheel-drive versions called Performante in 2016 and Performante Spyder in 2018. In 2019 the new Huracan EVO (coupe and Spyder) was introduced, featuring the next generation V10 engine with enhanced driving dynamics and aerodynamics.

The Huracan STO (Super Trofeo Omologata) was launched in 2021, delivering Lamborghini's motorsport experience and know-how in a homologated road car. Shortly after, the new Huracan Tecnica was launched in 2022 and then followed by Huracan Sterrato, the first all-terrain super sports car with V10 engine and all-wheel drive.

Sharad Agarwal, Head of Lamborghini India, said, "From daily driving to thrilling performance on track, the Huracan was designed as a car to provide super sports emotion in every environment. Every iteration of the Huracán has stayed true to that Lamborghini philosophy and has delivered an evolution of design, technological know-how, driving adventures, track records and sales records since its launch. The delivery of the 150th Huracan in India is a testament to its appeal to customers in the super sports car segment who are looking for an emotionally charging experience of a race car's powerful technology in everyday driving on the roads."

The Huracán success that continued for nine years was contributed by exciting new additions to the family with an offer of 12 road and three racing versions. Lamborghini Huracan has become a symbol of the brand's excellence in design, engineering, and performance. The super sports car's striking appearance and exceptional driving experience have made it a popular choice among car enthusiasts in India, the company said.



# Lexus RX 350h SUV deliveries begin in India

LEXUS INDIA has officially commenced the deliveries of its fifth-generation RX luxury SUV, which was first unveiled at the Auto Expo 2023. The SUV is available in two variants: RX 350h Luxury and RX 500h F-Sport+. The ex-showroom prices for these models are Rs 95.8 lakh and Rs 1.18 crore, respectively. This SUV marks the introduction of the first fully connected car by the Japanese luxury brand in India. The company said that it has witnessed good demand for the RX in the entire APAC (Asia Pacific) region with India contributing to more than 30 percent of its sales in the region.

The Lexus RX is a five-seater luxury SUV built on Toyota's GA-K platform, which is also shared by its siblings, the Lexus ES and NX SUV. It boasts a striking design, featuring a trademark Spindle Grille, sleek LED headlights, LED taillights, a light bar at the centre of its rear, and V-shaped LED DRLs.

Inside the RX, it is equipped with a large 14-inch touchscreen infotainment system with wireless app connectivity. Talking about the powertrain, the 350h luxury variant employs a 2.5-litre petrol hybrid engine that develops 243.6 hp and 242 Nm of peak torque. It is mated to a CVT that sends power to all four wheels. On the other hand, the RX 500h draws its power from a 2.4-litre petrol engine clubbed with a twin electric motor setup that collectively belts out 360.9 hp and 460 Nm of peak torque. The 5-seater luxury SUV rivals the likes of BMW M5, Range Rover Velar, Jaguar F-Pace, and Audi Q7.

Naveen Soni, President, Lexus India, said, "We are delighted by the overwhelming response that we have received from our guests for the new Lexus RX. In fact, new RX bookings from January to June 2023, is more than double of what we have sold in the last five years. This only reaffirms our commitment to delivering exceptional experiences as we are confident that the RX will pioneer a new segment in the luxury SUV space with its innovative product offering, breath-taking design, and thrilling performance."



# Castrol, Mahindra Insurance Brokers Partner for Auto Service Workshops



**Mr. Sandeep Sangwan,**  
Managing Director, Castrol India Limited

**Mr. Vedanarayanan Seshadri,**  
Managing Director and Principal Officer, Mahindra Insurance Brokers Limited.

**C**ASTROL INDIA LIMITED, India's leading lubricant player, has signed an agreement with Mahindra Insurance Brokers Limited (MIBL), a prominent insurance brokerage firm. Castrol Auto Service (CAS) workshops will now have an option to empanel themselves as POSPs (Point of Sale Persons) for distribution of eligible insurance policies from India's leading motor insurance providers through MIBL. The CAS workshops can offer automotive insurance products via a digital platform in addition to repair and maintenance services for their customers' vehicles.

Mr. Sandeep Sangwan, Managing Director, Castrol India Limited, said, "As the automobile industry sees significant growth, with India being the fourth largest automobile market, vehicle insurance has seen unprecedented growth. This potential gives us confidence in this alliance with Mahindra Insurance Brokers Limited to further empower our CAS workshops to reach more customers. It also represents a significant milestone in our service and maintenance strategy, as it will undoubtedly enhance the capabilities of our network workshops and ensure that they are capable of providing exceptional or enhance value to their customers".

Vehicle insurance accounts for a high 34% of the non-life insurance premiums in India (according to market studies), and presents an opportunity in a growth market. This collaboration with Castrol India, helps scale our reach, and assist these workshops in becoming POSPs with leading insurance companies on our panel, thereby empowering them to offer cashless services and generate incremental business through accidental repairs. Together with Castrol, we are committed to establishing the CAS workshops as trusted service providers in the automotive industry," added, Mr. Vedanarayanan Seshadri, Managing Director and Principal Officer, Mahindra Insurance Brokers Limited.

This alliance provides CAS workshops an opportunity to expand their customer base and offer value added services, resulting in higher customer satisfaction. Overall, this association aims to support CAS workshops in establishing themselves as trusted service providers in the automotive industry.

# Auto Industry Accelerates Pay Hikes as Profits Surge

**A**S Maruti Suzuki, Tata Motors, Hyundai Motor India, and Hero MotoCorp experience a rise in sales, these companies are rewarding their employees with salary increases exceeding 10%. Rajesh Uppal, member of the executive board of HR at Maruti Suzuki, attributed their record-breaking turnover of ₹1 lakh crore to the excellent efforts of employees. The average salary hike at the country's largest carmaker is 14-15% this year, including merit increases, market correction, and promotion benefits.

Hyundai Motor India has increased salaries by 13-16%, which Charles JS Walter, the company's AVP and vertical head of HR, considers one of the best in the industry. Hyundai also introduced a futuristic organizational structure and revamped its compensation and benefits model.

Hero MotoCorp reports higher increments compared to previous years, emphasizing their focus on performance. The automotive industry witnessed a significant boost in passenger vehicle sales and double-digit growth in two-wheeler sales during FY23.

Tata Motors aligns with the industry trend, providing appraisals, increments, and bonuses based on employee performance. Mahindra & Mahindra is expected to announce increments in August 2023, similar to other automakers.

According to a report by Deloitte, automotive original equipment manufacturer (OEM) talent received an average salary increment of 10.2% in 2023, surpassing the average increments in the manufacturing sector and India Inc.



# SPREADING WINGS



## Mahindra Inaugurates 76th Dealership in Jodhpur

**M**AHINDRA'S Truck and Bus Division (MTBD) has celebrated the opening of its new dealership, M/s. Royal Sona Vijay Motors, in Jodhpur, Rajasthan. This state-of-the-art dealership comes after MTBD's impressive year-on-year business growth of over 50% in F'23. The inauguration marks another milestone in MTBD's journey to becoming a formidable force in the Indian commercial vehicle market.

Mr. Jalaj Gupta, Business Head - Commercial Vehicles, Mahindra & Mahindra Ltd., expressed confidence in MTBD's position in the market, with the addition of this new dealership, combined with the introduction of the new BLAZO X HCV range and FURIO BS6 ICV range, equipped with service guarantees and best-in-class mileage, MTBD aims to further enhance its market presence.



## Quantum Energy Opens New Electric Scooter Showroom in Hyderabad

**Q**UANTUM ENERGY, a leading electric vehicle (EV) company, has opened its 3rd showroom in Hyderabad. The spacious 1000-square-foot showroom, operated by Impact Enterprises, offers customers a convenient location to explore Quantum Energy's innovative electric scooters and experience their advanced features firsthand.

The showroom was inaugurated by Mrs. Chetana C and Mr. Kushal C, Directors of Quantum Energy Limited, along with senior officials from Quantum Energy and Impact Enterprises. Visitors can examine the design, performance, and build quality of all Quantum Energy electric scooters, including the Plasma, Elektron, Milan, and Bizness models, which are ideal for daily commutes.



# MAHLE Wins Two German Brand Awards 2023



**M**AHLE wins two German Brand Awards this year. The German technology group comes first in the category "Excellent Brands-Industry, Machines & Engineering" for outstanding brand work and in the category "Excellence in Brand Strategy and Creation" for its social media campaign "MAHLE Road to Hydrogen". The prestigious marketing accolade is awarded by the German Brand Institute whose jury consists of independent, interdisciplinary experts from companies, science, consulting, services, and agencies.

For many years now, the MAHLE brand has been synonymous with expertise and quality in the development of innovative technologies for tomorrow's sustainable mobility," says Manuela Höhne, Head of Communications and Marketing at MAHLE. "Our communications and marketing team is working to effectively position our company vis-a-vis our target groups in the future fields of electrification and thermal management in line with our MAHLE 2030+ strategy, as well as to communicate MAHLE as a reliable partner for our customers for the clean, green internal combustion engine. I am delighted for our entire team to have won these awards."

MAHLE's "MAHLE Road to Hydrogen" campaign highlights the potential of carbon neutral hydrogen engines in the transportation sector. The campaign follows a hydrogen-powered truck's journey from Spain to Germany, showcasing the viability of hydrogen in decarbonizing freight transport. Developed in partnership with Agorate agency, the campaign provides valuable insights and facts about this technology, demonstrating MAHLE's commitment to sustainable and carbon neutral transportation. The campaign was featured on MAHLE's LinkedIn and Instagram channels leading up to the IAA Transportation show in 2022.

The German Brand Award is a competition organized by the German Brand Institute. The InstitutewasfoundedbytheGermanDesignCouncil and the consulting firm GMK Markenberatung to enhance the role of brand management as a crucial success factor for companies competing in domestic and international markets.

# Omega Seiki Launches Stream City

## Affordable Urban Passenger Electric Three-Wheelers

Omega Seiki Mobility (OSM) has introduced its new electric three-wheeler range, OSM Stream City, revolutionizing urban mobility in India. The lineup includes two variants: OSM Stream City ATR priced at INR 1.85 Lakhs and OSM Stream City 8.5 priced at INR 3.01 Lakhs. With this launch, OSM expands its offerings in the electric passenger vehicle segment, catering to both rural and urban areas.

OSM aims to sell over 10,000 electric three-wheelers in FY24, with production increased five times. The company currently operates a network of 175+ dealerships across India, expanding at a rate of one dealer per week. Various banking institutions and NBFCs have partnered with OSM to provide vehicle retail finance.

The OSM Stream City range offers eco-friendly and efficient last-mile transportation solutions. The ATR variant features a swappable battery system in partnership with Sun Mobility, enabling quick battery interchange. The 8.5 variant comes with a fixed battery, offering a range of 117 kilometers on a single charge and a charging time of 4 hours. Both models provide a comfortable ride, advanced safety features, and smart connectivity options.

OSM Stream City aims to empower E-Rickshaw drivers by expanding their customer base and increasing their earning potential by 15-20%. Omega Seiki Mobility is committed to shaping a greener and smarter city, pushing the boundaries of mobility with innovation and sustainability.



# Magenta, Altigreen & Exponent launch rapid charging EV fleet

Magenta Mobility, an electric mobility and charging solutions provider, joins forces with Exponent Energy, an energy-tech startup, and Altigreen Propulsion Labs, a leading electric commercial vehicle manufacturer. Altigreen's neEV Tez powered by Exponent fully charges in 15-minutes. This, along with Exponent's e^pump network empowers Magenta to unlock unparalleled utilisation, freedom, and flexibility for last-mile logistics.

Magenta revolutionizes logistics and transportation in India with integrated electric mobility solutions. They offer end-to-end solutions, including EVs, charging infrastructure, software, and daily operations support. Magenta assists businesses in sectors like e-commerce, grocery, and pharma, addressing last-mile and mobility challenges across 9 cities. Partnering with Altigreen and Exponent, they aim to reduce operational costs through high-performance EVs and rapid charging technology.

Commenting on this partnership, Maxson Lewis, Founder & Managing Director at Magenta Mobility shared, "Through our partnership with Exponent & Altigreen, we are setting new standards for efficiency and convenience in last mile logistics. By rapid charging in 15 minutes, we will be able to cross utilise our fleet enabling us to save time and reduce our operational costs."

After successfully completing a 3-month pilot, Magenta, Altigreen and Exponent solidified the partnership and are set to deploy 1000 Altigreen neEV Tez powered by Exponent over the next 12 months. To support the fleet, Exponent has already installed 30 e^pumps across Bengaluru. New locations will be identified and e^pumps setup in other cities, allowing the EV fleets to conveniently charge on the go.

Talking about the partnership, Dr. Amitabh Saran, Founder & CEO, Altigreen said, "Altigreen's neEV Tez demonstrates that EVs are not only more economical than their fossil-fuel counterparts, they can provide much increased earnings through 20-hr usage. Altigreen's pan-India, EV only, dealership network will provide the Exponent powered neEV Tez for deployment by Magenta across India."



# Uber Goes Green at Mumbai International Airport



UBER, India's leading ridesharing app, has launched its flagship EV product, Uber Green, with Chhatrapati Shivaji Maharaj International Airport (CSMIA) being the first location in Mumbai to offer the service. Uber Green allows riders to request on-demand electric vehicle (EV) rides, promoting sustainable mobility in India.

The service is currently available for passengers traveling to and from Mumbai Airport. A dedicated pick-up zone at Terminal 2 and various parts of Mumbai ensure that a wider range of passengers can contribute to reducing carbon emissions and embracing sustainable transportation.

Uber India and South Asia spokesperson expressed excitement about the launch, emphasizing the partnership with Adani Airports and the shared commitment to sustainability. Uber Green aims to provide a convenient and zero-emission transportation option, making a significant impact on the environment, one ride at a time.

The spokesperson for Chhatrapati Shivaji Maharaj International Airport highlighted the airport's efforts in achieving sustainability, including the recent achievement of the highest-level certification for carbon emission reduction. The partnership with Uber and the introduction of on-demand EV rides align with their vision of promoting eco-friendly mobility and creating a sustainable and environmentally conscious Mumbai.

As Uber moves towards a greener future, it remains committed to offering reliable and affordable transportation while minimizing environmental impact. Uber Green will be expanded to other cities, allowing riders to travel sustainably and contribute to a cleaner planet.

Uber's commitment to sustainability includes becoming a zero-emissions mobility platform by 2030 in Europe and North America, and globally by 2040. The platform has already tripled the number of electric vehicles and connected millions of riders with electric rides. Uber's science-based emissions reduction targets have also been approved, showcasing their dedication to making a positive impact on the environment.



# FAME-II Subsidy Cut Causes 56% Plunge in EV 2W Sales: FADA



**T**HE decision by the government to reduce FAME-II subsidies for electric two-wheelers resulted in a significant 56.3% decline in sales in June compared to May, according to data shared by the Federation of Automobile Dealers' Associations (FADA). However, on a year-on-year basis, there was a marginal increase of 3.21%. Interestingly, the share of EVs in overall two-wheeler sales for June was observed at 3.5%, down from 7% in May 2023 and 3.6% in June 2022. Manish Raj Singhania, president of FADA, attributed the decline in sales to extreme price hikes triggered by the government's reduction of FAME subsidies. In June 2023, electric two-wheeler sales amounted to 45,806 units, compared to 104,829 units in May and 44,381 units in June 2022.

Several industry leaders experienced a monthly sales downturn, with Ola Electric witnessing a 38% decline from 28,469 units in May to 17,579 units in June (5,898 units in June 2022). TVS Motor also saw a 61% dip in monthly sales to 7,807 units from 20,261 units in May 2023, although it saw a nearly three-fold rise compared to 1,983 units in June 2022. Ather Energy and Bajaj Auto, two other major players, also witnessed a 70% decline in sales compared to May. Additionally, Okinawa Autotech, Ampere Vehicles, and Hero Electric experienced monthly and annual sales declines, with Okinawa Autotech seeing a 63% annual dip and a 10% monthly dip to 2,616 units. Ampere Vehicles saw a 77% annual decline and an 83% monthly decline to 1,601 units.

Last month, the Ministry of Heavy Industries (MHI) decided to slash FAME-II subsidies for electric two-wheelers from Rs 15,000 per kWh to Rs 10,000 per kWh. The ministry also reduced the maximum subsidy cap from 40% of the ex-factory price to 15%. These changes are likely to disrupt the growth of India's electric vehicle segment. On a positive note, electric passenger vehicle sales showed a 140% annual increase and a 4% monthly increase, totaling 7,730 units in June.

Tata Motors recorded a 95% rise in sales, while electric three-wheeler sales increased by 8% monthly and 71% annually, reaching 48,009 units in June. Electric commercial vehicle sales declined 9% monthly but experienced an 86% annual increase, amounting to 396 units in June. Tata Motors and Mahindra Group displayed notable annual sales growth in these segments.

# Yulu's next-generation DeX GR EVs hit roads in Bengaluru

Yulu, India's largest shared electric 2-wheeler mobility player, handed over the first batch of new third-generation Yulu Dex GR shared EVs to delivery executives in Bengaluru. The Yulu DeX GR handover event was graced by honourable Chief Guest M.N. Anucheth, IPS, Joint Commissioner of Police, Traffic, Bengaluru City.

The Yulu GR shared EVs are the result of a first-of-its-kind global collaboration between Yulu and leading OEM brand Bajaj Auto. The vehicles are manufactured on a purpose-built platform specially engineered for urban mobility, keeping in mind Indian consumers, the climate, and road conditions. Accordingly, the DeX GR EVs have enhanced features including smart batteries for higher ride uptime, and longer range and load-carrying capacities.

Pradeep Puranam, Head of Revenue and Operations - Yulu said, "Yulu is committed to providing sustainable and efficient mobility solutions for urban users. At the core of the new DeX GR EV is our extensive user-focused R&D into the needs of last-mile delivery executives and enterprises. Yulu has always been at the forefront of the mobility revolution through its innovative products and services. We believe that the new DeX GR, supported by Yulu's robust on-ground operations and our flexible rental plans- will enhance delivery riders' earnings and provide them a truly delightful experience."

The new generation of Yulu shared EVs will have access to the extensive charging infrastructure of Yuma Energy, which operates one of India's largest networks of battery swapping stations for electric two-wheelers.



# EKA Mobility Secures e-Buses Order from MBMC

**E**KA Mobility, an electric vehicle manufacturer, has received an order for 57 e-buses from the Mira-Bhayandar Municipal Corporation (MBMC). With this order, EKA's order book has grown substantially, including over 500 electric buses and 5,000 electric light commercial vehicle orders in the pipeline. The deployment of these 57 electric buses is estimated to save 33,704 tonnes of CO2 emissions, equivalent to planting 102,134 trees. Sudhir Mehta, Founder and Chairman of EKA, expressed confidence in the company's partnership with MBMC and its commitment to environmentally-friendly mass mobility for Mumbai.

The 57 e-buses ordered by the MBMC will be manufactured at EKA's facility, adhering to the highest quality standards. These buses will offer spacious interiors, comfortable seating, air-conditioning, and advanced passenger amenities to ensure a pleasant travel experience. Intelligent charging infrastructure will also be implemented to support efficient operations and minimize downtime. Furthermore, EKA has developed a 9-meter city bus on a hydrogen fuel cell platform, tailored to suit Indian road transportation requirements. The company plans to introduce various electric and hydrogen fuel-cell bus variants, along with an e-LCV range.

This development follows EKA's previous announcement in February, where it received a letter of allotment for the procurement, operation, and maintenance of 310 electric buses under the National Electric Bus Programme. These buses will contribute to a gross saving of 33,704 metric tonnes of CO2 emissions compared to diesel buses, making a significant environmental impact.



# Michelin Chennai Factory Powered by Renewable Energy

## PARTNERS WITH CLEANMAX FOR OPEN ACCESS SOLAR ENERGY

**M**ICHELIN'S Chennai factory in Thervoykandigai has taken a significant step towards sustainability by signing a Power Purchase Agreement (PPA) with CleanMax Enviro Energy Solutions Pvt. Ltd. Under the agreement, Michelin will receive a supply of green energy, increasing the factory's total renewable energy contribution from 11% to 37%. This transition will result in a reduction of 11,712 tons of CO2 emissions annually.

Florent Chaussade, Plant Director at Michelin Chennai, emphasized the company's commitment to environmental responsibility and sustainability. Michelin aims to be a leading innovative and socially responsible company, focusing on economic, environmental, social, and societal aspects. The partnership with CleanMax aligns with Michelin's global green mission and demonstrates its dedication to preserving natural resources and minimizing environmental impacts.

The factory has implemented various green initiatives, including a rooftop solar plant covering 45% of the roof area. This installation has reduced CO2 emissions by 9,856 tons since 2020.

CleanMax, Michelin's preferred sustainability partner, has completed a 4.2 MW onsite solar PV project for the company. The new PPA further strengthens their collaboration in pursuing sustainable solutions.

Michelin's Chennai factory follows a 4R strategy (reduce, reuse, recycle, and renew) and operates as a "Zero Liquid Discharge" facility. Additionally, tree planting initiatives have resulted in the planting of 22,090 trees over 30 hectares, absorbing 145 tonnes of CO2 annually. These efforts demonstrate Michelin's commitment to sustainability and environmental stewardship.



# Bajaj Finance partners with BYD India for EV financing

**B**YD India, a subsidiary of the world's leading New Energy Vehicle manufacturer BYD, announced signing of a Memorandum of Understanding (MOU) with Bajaj Finance Limited (BFL), the lending arm of Bajaj Finserv Ltd., one of India's leading and diversified financial services groups.

The strategic partnership aims to provide comprehensive vehicle financing solutions to BYD dealers and customers across India, fostering the widespread adoption of Electric Vehicles (EVs) in the country. With BYD's innovative range of EV products, this collaboration is poised to create a significant impact in the Indian EV market.

The MoU was signed between Sanjay Gopalakrishnan, Sr. Vice President - Electric Passenger Vehicle Business - BYD India, and Sidhaant Dadwal, President SME and Auto, Bajaj Finance, in the presence of other BYD India and Bajaj Finance officials.

"Our partnership with Bajaj Finance marks another significant step for BYD India, building upon our recent collaborations with prominent banks in the country. Our aim in partnering with Bajaj Finance is to offer our esteemed customers and dealers' access to a diverse range of financing solutions. We understand the vital role they play in our business, and this new alliance allows us to provide unwavering support to our customer base as well as embarking on a promising journey towards a greener future in the Indian EV market," Sanjay Gopalakrishnan said.

Sidhaant Dadwal, said, "Electric vehicles have seen a surge in popularity in recent years and BYD has been a major player in this space. The Auto Financing market has begun to shift with customers expecting hassle-free access to credit. Our frictionless processes combined with our affordability solutions (Flexi loans) will enhance the buying experience for customers. Together with BYD India, we look forward to having a fruitful relationship."



Sidhaant Dadwal,  
President - SME and Auto,  
Bajaj Finance

Sanjay Gopalakrishnan,  
Sr. Vice President -  
Electric Passenger Vehicle



# RACEnergy to Produce 30,000 Swappable Batteries Each Year

## Targets 250,000 swappable batteries by 2025

**R**ACEnergy, a deep-tech electric vehicle infrastructure company for battery swapping, proudly inaugurated its 10,000 sq. ft. battery production facility. Equipped with a 50 MWh battery production plant, it can manufacture 30,000 batteries per annum. This milestone aligns with RACEnergy's goal of targeting 80,000 two and three-wheelers by 2025, representing a significant step towards their target of having 250,000 swappable batteries in circulation in the same timeframe.

"The launch of our new facility marks a significant milestone in our journey to revolutionise the electric mobility sector and will cater to 25% of our goal of targeting 80,000 two and three-wheelers by 2025. After years of thorough research and successful pilots, we are now ready to scale up our operations in the two and three-wheeler segments and other niche segments. Our pilots' advanced technology and proven success have attracted tremendous demand for our batteries from around the world. With 500 swaps on our network daily, our facility will empower us to efficiently address the rising demand and expand our market presence globally," said Arun Sreyas, Co-Founder of RACEnergy.



**Gautham Maheswaran,**  
Co-Founder, RACEnergy

Gautham Maheswaran, Co-Founder of RACEnergy, highlighted "We are committed to localising critical components of the EV value stream, and the new facility will enable us to achieve in-house production of EV and battery parts. With increased production capacity, we can extend the usage of batteries and serve both domestic and international markets. The facility's strategic setup aligns perfectly with our goal of expanding our battery swapping solutions across multiple vehicle segments."



# TVS and Zomato to Deploy 10K Electric Scooters for Delivery

TVS MOTOR has partnered with online food delivery platform Zomato under which its 10,000 electric scooters will be deployed over two years in the latter's delivery fleet.

With the success of TVS iQube Electric, we are expanding our electric offerings across multiple segments and last-mile delivery services stand at the opportune inflection point towards faster adoption of EVs," TVS Motor Company, Senior Vice President, Electric Vehicles, Manu Saxena said.

He further said, "This strategic partnership adds another milestone in TVS Motor's journey to provide smart and reliable EV products and services with the lowest total cost of ownership to our delivery partners. As part of the partnership, TVS Motor said it will "deploy over 10,000 TVS electric scooters over a course of two years.



# Oben Rorr e-bike deliveries to start next week

HOMEGROWN EV startup Oben Electric is gearing up to deliver its electric motorcycle, Oben Rorr, starting in the first week of July 2023. The company has recently established its first experience center in HSR Layout, Bangalore, and has a distribution network in major Indian cities. With plans to fulfill the demand of 21,000 preorders, Oben Electric is scaling up its manufacturing capacity.

The Oben Rorr electric motorcycle complies with the latest Indian government regulations and safety standards for electric vehicles and batteries (AIS 156 amendment III phase II). It boasts a 10 kW IPMSM motor developed in-house, enabling acceleration from 0 to 40 kmph in just 3 seconds and reaching a top speed of 100 kmph. Moreover, it offers a certified range of 187 km (IDC).

The Oben Rorr utilizes a battery pack based on LFP (Lithium Ferrous Phosphorous) cell technology, which has been designed and developed in-house. This battery technology provides twice the battery life and 50 percent higher heat resistance compared to conventional options.



# Ashok Leyland to make electric trucks at Hosur LCV plant



**A**SHOK LEYLAND, the prominent truck and bus manufacturer, has announced that it will produce its upcoming electric small trucks at its LCV (light commercial vehicle) facility in Hosur. This decision is part of the company's strategy to expand its LCV volumes and introduce new electric products.

Ganesh Mani, President & Chief of Operations at Ashok Leyland, stated that the production lines at the Hosur factory are being aligned to manufacture the new electric small trucks. The company is collaborating closely with its subsidiary, Switch Mobility, which will handle the sales of electric products within the group.

Ashok Leyland has already increased its overall capacity by 15-20% in the past two years, making it well-prepared to handle the production of LCV products, including electric trucks. In the fiscal year 2022-23, the company achieved its highest-ever LCV volumes, with approximately 67,000 units sold. Mani emphasized the company's goal to become a comprehensive player in the LCV category, offering products in both internal combustion engine (ICE) and electric variants.

By leveraging its existing manufacturing capabilities and focusing on electric vehicle development, Ashok Leyland aims to strengthen its presence in the electric truck market and contribute to sustainable transportation solutions. The company's commitment to expanding its electric portfolio reflects its dedication to embracing cleaner and greener technologies in the commercial vehicle industry.

# MG Motor Encourages Innovation in EV Space through MGDGP 4.0

**M**G MOTOR INDIA, in collaboration with Invest India and Startup India as lead partners, and Jiobb, Exicom, Fortum, CESL, Attero, MapmyIndia, and Bosch as technology partners, concluded the MG Developer Program and Grant Season 4.0. The program aimed to expand the innovation platform for startups, developers, and innovators in India and generate new ideas for customers.

Over 250 entries were received for MGDGP 4.0, with 88 entries being shortlisted. The top 14 teams advanced to the virtual jury rounds held on May 17 and 18.

Gaurav Gupta, Deputy Managing Director of MG Motor India, highlighted the brand's focus on green mobility and innovation. He emphasized the importance of knowledge sharing, bringing ideas to life, and promoting India as a hub of innovation and technology. This season also saw a significant increase in the participation of female founders, with over 30% of the teams having at least one female founder.

Aastha Grover, Head of Startup India, praised engagement programs like MGDGP 4.0 for providing a platform for budding entrepreneurs and startups to showcase their innovative solutions. She recognized the crucial role of e-vehicles in shaping the sustainability and clean energy sectors.



The MG Developer Program and Grant 4.0 collaborated with Invest India, Startup India, Jiobb, Exicom, Fortum, CESL, Attero, MapmyIndia, and Bosch to create an ecosystem supporting developers, investors, and businesses. The program showcased 4 charging infrastructure startups, 2 EV OEM startups, and 8 SaaS providers, driving industry advancements and achieving a successful response from participants.



**Strong leadership of Aastha Grover and Gaurav Gupta, backed by Directors & Board members, drives success.**

# Tresa Motors Unveils India's First Electric Truck for Global Market

**T**RESA MOTORS has introduced its groundbreaking electric truck, Model V0.1, showcasing their commitment to transform India into a global force in the commercial vehicle industry. The brand aims to reduce reliance on imports by establishing itself as a key contributor to EV component manufacturing.

India currently has 2.8 million trucks contributing to 60% of emissions, emphasizing the need for zero-emission medium and heavy trucks. With the upcoming vehicle scrappage policy and rising fuel costs, the time is right for a shift towards electric trucks. Tresa Motors aims to lead this transition by providing safe, innovative, and eco-friendly alternatives with low total cost of ownership.

The core technology of Tresa's trucks is the Axial Flux Motor, known as FLUX350, delivering up to 350kW continuous power. Tresa Motors is the only Indian OEM with this kind of power output, placing them at the forefront of global innovation.

Rohan Shravan, Founder CEO of Tresa Motors, expressed his excitement about the official launch and the development of the Axial Flux Motor platform. The company has overcome challenges and assembled an experienced team to accelerate its journey. Their commitment to rigorous simulations and engineering showcases their dedication to quality.

The launch of Tresa Motors is a significant step towards fulfilling the founder's vision for India. The brand aims to contribute to India becoming a global powerhouse for EVs and position the country as a leader in transportation solutions.

Tresa Motors' Medium and Heavy Electric Trucks offer unmatched power, efficiency, and environmental benefits. The Made in India product reflects their commitment to local talent and economic growth. With this launch, Tresa Motors is set to revolutionize the electric vehicle landscape in India and beyond. The physical launch of Model V will take place in the second quarter of FY2023.



# Tummoc Announces Partnership with Rapido



**T**UMMOC, the pioneering mobility-as-a-service (MaaS) platform, has joined forces with Rapido, a renowned ride-hailing service for two and three-wheelers, to transform first and last-mile connectivity in India. Through this partnership, Tummoc users in over 20 cities can now seamlessly book Rapido rides within the Tummoc app, delivering unparalleled convenience and enhanced connectivity for commuters.

A significant majority of commuters in India, approximately 60%, have long faced challenges when it comes to accessing transportation for the first and last mile of their journeys. Finding convenient and reliable transportation options for these critical segments has been a struggle. Recognizing this issue, Tummoc has proactively onboarded Rapido as a first-mile and last-mile provider. With just a few taps on their smartphones, Tummoc users can now easily plan their journey, purchase online BMTTC tickets, and book Rapido rides for their first and last mile.

The partnership between Tummoc and Rapido enhances the commuting experience for users by offering a unified platform that consolidates various mobility options.

Hiranmay Mallick, CEO & Co-founder at Tummoc, expressed his excitement about the partnership, stating, "We are excited to bring first and last-mile connectivity to our users by integrating Rapido into the Tummoc platform. This partnership sets a new standard for comprehensive rideshare integration in India, ensuring a seamless and hassle-free travel experience for our valued users."

As Tummoc and Rapido revolutionize first and last-mile connectivity, the future of transportation in India becomes simpler, smarter, and more connected. By leveraging strategic partnerships and seamless onboarding, Tummoc aims to redefine how people travel, providing comprehensive and convenient mobility solutions to an increasing number of users.



# Lohia introduces battery-swapping stations in Visakhapatnam



**E**LECTRIC VEHICLE manufacturer Lohia has ventured into the battery-swapping station business by inaugurating its first facility in Visakhapatnam. “This strategic move marks a significant step towards revolutionizing electric vehicle (EV) adoption and promoting cleaner modes of transportation. Lohia’s pioneering battery-swapping stations offer a convenient and efficient solution for EV owners, eliminating the need for time-consuming recharging,” the company said in a statement.

It has introduced three swapping cum service stations located at Shanti Ashram Marg, Town Kotha, and Mudasarlova. Initially, there are 240 battery swapping slots available to ensure efficient service and uninterrupted operation for EV owners. Lohia’s foray into battery swapping is a result of collaboration with the Greater Visakhapatnam Municipal Corporation (GVMC) and funding from the Asian Development Bank (ADB).

The establishment of the first battery-swapping station in Visakhapatnam has been made possible through support from the ADB’s ‘Urban Climate Change Resilience Trust Fund’ and the Visakhapatnam Chennai Industrial Corridor Development Program (VCICDP).

Ayush Lohia, CEO of Lohia said, “This initiative aligns with our vision of making electric vehicles more practical and reducing dependence on fossil fuels. By providing a reliable and efficient swapping solution, we aim to transform the perception of EVs and drive their widespread adoption.” The battery-swapping stations offer reduced waiting times and uninterrupted journeys. The system also optimizes the operations of garbage vehicles, ensuring uninterrupted waste collection.

The company has plans to expand its network to other cities in the future. Currently, Lohia specializes in selling battery-operated three-wheelers, including passenger vehicles, cargo carriers, and loaders, among others. Their manufacturing facility in Kashipur has the capacity to produce 100,000 electric vehicles annually.

# Tsuyo and IIT Delhi collaborate for sustainable EV solutions

**T**SUYO Manufacturing Pvt Ltd has recently announced a strategic partnership with the Indian Institute of Technology, Delhi. This collaboration is focused on fostering co-creation, collaboration, and the introduction of new technological advancements in the electric vehicle (EV) industry. Its primary goal is to provide innovative and cost-effective solutions that enhance the indigenous ecosystem for EV end-users. The partnership, formalized through a Memorandum of Understanding (MOU), encompasses various areas of cooperation.

Tsuyo Manufacturing and IIT Delhi will collaborate on activities such as technology transfer, joint research and development initiatives, startup support, and professional technical training to enhance capacity development. By leveraging the expertise of both organizations, this collaboration aims to create sustainable and comprehensive EV solutions that benefit EV users and manufacturers.

Vijay Kumar, Director of Tsuyo Manufacturing, expressed the company's vision for a mutually beneficial association with IIT Delhi, emphasizing co-creation, collaboration, and the pursuit of common goals. Their objective is to support the introduction of necessary technological advancements in the EV sector, while also offering innovative and cost-efficient solutions that strengthen the indigenous ecosystem for end-users. Their commitment lies in developing sustainable and robust EV solutions for both users and manufacturers.

Col. Naveen Gopal (Retd), Chief Operating Officer of IIT Delhi, expressed optimism about the collaboration, highlighting its broad range of activities aimed at advancing the electric vehicle sector. Through collaborative research and development projects, they anticipate revolutionary improvements in EV technology and seek to foster relationships with startups, supporting and nurturing emerging entrepreneurs in the EV industry. This partnership has the potential to revolutionize the EV industry and accelerate the transition towards sustainable mobility solutions.




# Wardwizard Achieving Impressive Growth



**W**ARDWIZARD Innovations & Mobility Ltd., the leading electric vehicle manufacturer in India known for its "Joy e-bike" brand, has witnessed a remarkable growth of 19% in June 2023 compared to the previous year. The company achieved sales of 2,529 units of both low-speed and high-speed electric two-wheelers, surpassing the 2,125 units sold in June 2022.

Notably, Wardwizard Innovations & Mobility experienced a staggering month-on-month growth of 475% compared to May 2023, during which they sold 532 units of electric two-wheelers.

Expressing his thoughts on the sales performance and deliveries, Mr. Yatin Gupte, Chairman & Managing Director of Wardwizard Innovations & Mobility Ltd., stated, "We have observed a significant surge in traction for electric two-wheelers this month, evident from the increasing footfall and inquiries flooding our dealerships. As the festive season approaches, we anticipate this trend to gain even more momentum, resulting in remarkable sales figures. To capitalize on this growing demand, we are strategically establishing new distributor dealerships across multiple tier 2 and tier 3 cities in India during the second quarter. With unwavering confidence, we envision sustained momentum that will firmly establish our leadership in the electric mobility sector."

# Vedanta Expands Electric Forklift Fleet, Driving Sustainability

**V**EDANTA ALUMINIUM, India's largest aluminium producer, expands its electric forklift fleet, leading in sustainable material handling. With 44 units deployed in Odisha and Chhattisgarh, including India's first 10-ton electric forklift in Jharsuguda, Vedanta Aluminium advances its goal of decarbonizing its vehicle fleet. Collaborating with GEAR India and TARON Lift & Move, the company strives for operational efficiency, reduced carbon emissions, and a net zero carbon emissions target by 2050.

The introduction of electric forklifts significantly reduces Vedanta Aluminium's carbon footprint, cutting emissions by 1,600 tonnes of CO<sub>2</sub> equivalent annually. The 10-ton forklift alone decreases emissions by up to 85 tonnes of CO<sub>2</sub> per year per vehicle. Diesel consumption is also substantially reduced, saving over 5.1 lakh liters per year.

Vedanta Aluminium commits to decarbonize its vehicle fleet, with a goal of achieving zero emissions for Light Motor Vehicles by 2030 and 75% reduction in the mining fleet by 2035. The company previously introduced 27 forklifts in Jharsuguda, becoming the largest EV forklift fleet in the country. Expanding the fleet to 44 units highlights Vedanta Aluminium's dedication to sustainability and embracing emerging technologies.

Safety and efficiency are prioritized with IoT-based fleet management forklifts. Vedanta Aluminium promotes gender diversity and aims for high-quality aluminium production. Their partnerships and electric forklift deployment drive clean and efficient material handling. As India's largest aluminium producer, Vedanta Aluminium's sustainable practices earn industry recognition and contribute to a greener future.

Mr. Sunil Gupta, COO of Vedanta Ltd.-Aluminium Business, reinforces the company's commitment to sustainability and innovation. He emphasizes their dedication to ESG excellence and achieving a Net Zero future. Partnerships with technological leaders enable Vedanta Aluminium to pioneer sustainable material handling practices. The commissioning of India's first 10-ton electric lithium-ion forklift further demonstrates their commitment.



**Mr. Sunil Gupta,**  
COO  
Vedanta Ltd

# Yokohama Rubber Supplies Tyres for eCanter EV Truck

**Y**OKOHAMA Rubber has started supplying its RY01C tyres to Mitsubishi Fuso Truck and Bus Corporation as original equipment (OE) for their latest eCanter all-electric light-duty truck. This marks the first time Yokohama Rubber has provided its truck/bus tires as OE for an electric vehicle (EV). The RY01C tires in size 205/70R17.5 115/113N LT offer excellent wear resistance, low rolling resistance for extended driving range, and superior wet performance. Yokohama Rubber aims to leverage its EV tire expertise to develop advanced technologies for truck and bus tires, meeting the unique requirements of EVs.

EV tires require specific performance characteristics to enhance environmental sustainability, safety, and comfort. Yokohama Rubber has successfully developed passenger car tires that meet these requirements, and now they are applying their EV tire expertise to the truck and bus tire segment. By providing EV tires for trucks and buses, Yokohama Rubber aims to meet diverse logistics needs and contribute to environmental management efforts in the transportation industry.

In addition to supplying tires for EVs, Yokohama Rubber is actively working on developing replacement tires based on feedback from EV manufacturers. They are focused on expanding their product lineup and improving the performance of all their tires to meet the evolving requirements of this dynamic era.



# Andhra Pradesh CM inaugurates CoE for EV Skills



**A**NDHRA PRADESH Chief Minister, Y S Jagan Mohan Reddy, inaugurated the Centre of Excellence for Electric Vehicle Skills and Training that was set up by EV Masterclass, NREDCAP, and APSSDC at the skill development centre in Pulivendula.

"The Andhra Pradesh government, in its' commitment towards sustainable mobility, has initiated many programmes, such as deploying Electric vehicles in Municipalities, opening a scheme to provide 1 lakh electric 2 wheelers to government employees, and also has been offering many sops and incentives to the companies setting up their electric vehicle manufacturing units in the state," stated a press release.

"To further ensure that the state becomes the global manufacturing hub and ideal destination for electric vehicle manufacturers, since an abundant talent pool is available within the state, a special focus is made on the "Skill Development of the State's Youth in Electric Vehicle Technology"," it stated.

"As part of the same, the Government of Andhra Pradesh, in collaboration with EV Masterclass, has set up a first of its kind Centre of Excellence for Electric Vehicles skills & Training in Pulivendula," it said.

"The entire layout is designed in such a way that students start with the components of electric vehicles, build the systems and battery packs, integrate with the BMS, and assemble the entire thing into an electric vehicle. This way, the students face no difficulties in adapting themselves to the Electric Vehicle Manufacturing Industry." says Rajeev YSR, founder and CEO of EV Masterclass, said the release.

Suresh Kumar, IAS, Principal Secretary to the Government, lauded the initiative because one of the biggest threats to the EV Industry is the non-availability of relevant talent pools, and hence, to ensure that the existing electric vehicle manufacturing companies as well as the upcoming ones' don't face a shortage of talented manpower, Electric vehicle skills have been identified as one of the focus areas

# Kinetic Engineering to raise INR 54 cr to invest in EV arm

**K**INETIC ENGINEERING LIMITED, the flagship company which has completed 50 years, in its recently concluded board meeting, has approved the raising of over INR 54 crore from various available sources including from promoters and sale of its non-core assets. The objective is to reduce debt, strengthen the auto component business and to invest in the electric vehicle subsidiary.

For these, the board has approved the issue of 22.85 Lakh equity shares on preferential basis, to promoters and promoter group companies totalling INR 26.27 crore at a price of INR 115 per share (including a premium of INR 105 per share).

This is the 3rd year in a row that the promoters are increasing their stake in the company, which will now stand at 59.35. The previous years conversion included 9,95,000 shares in 2021-22, and 11,72,879 shares in 2022-23. The board has also approved Optionally Convertible Cumulative Preference Shares OCCPS totalling INR 2.18 crore to Jayashree Firodia Trust, part of the promoter group.



Ajinkya Firodia, Managing Director, Kinetic Engineering Limited, said. "KEL has completed its restructuring of auto-components and turned around its operations over the past 3 years and achieved continuous growth in net profit during the last couple of years. Now we strongly believe that the time has come to cash in on all the efforts, learnings and opportunities that lie ahead of our current business and future potential.

We would like to utilize these funds for three main goals Build a healthy balance sheet by further reducing debt of INR 18 crore Build a strong auto component business by revamping our facilities, investing in new equipment, investing for new business and in working capital and capex in KEL to the tune of INR 13 crore to INR 15 crore and Build a strong future in EV by capitalizing its subsidiary company, Kinetic Watts Volts Ltd.



# Spark Minda Secures INR 750 Cr EV Battery Charger Order

**M**INDA CORPORATION LIMITED, the flagship company of Spark Minda, has secured a significant INR 750 crores contract from a leading OEM to produce Battery Chargers for Electric Vehicles (EVs). This order highlights the company's dedication to sustainable mobility and expands its range of EV offerings.

Mr. Aakash Minda, Executive Director, expressed his satisfaction with this achievement, stating that it demonstrates Spark Minda's robust EV product portfolio and customer-centric approach. He emphasized the company's commitment to promoting sustainable mobility and meeting the evolving demands of the global automotive industry.

The awarded product will be manufactured at Spark Minda's state-of-the-art facility, Spark Minda Green Mobility Systems Private Limited, located in Pune.

In the last financial year, electric vehicles accounted for nearly 20% of Spark Minda's total orders, showcasing their commitment to green and connected mobility. This project solidifies the company's position as a forward-looking organization dedicated to revolutionizing the automotive sector through innovation and technological excellence.



**Mr. Aakash Minda**  
Executive Director



# Major EV shift plan in Kolkata by 2030

A major portion of the city's automobile will shift to electric vehicles (EVs) over the next decade, according to the Kolkata Comprehensive Electric Mobility Plan, jointly prepared by the Asian Development Bank and Niti Ayog. Kolkata aims to achieve major EV penetration by 2030, resulting in a significant reduction in carbon dioxide emissions.

Niti Ayog has set specific targets for different vehicle categories. The plan envisions 50% of two-wheeler sales in Kolkata to be electric, with 100% electrification of three-wheelers.

Private four-wheelers are targeted to achieve a 15% EV market share while that of commercial four-wheelers is expected to reach 30%. These targets, if met, will result in an estimated reduction of 2.8 million tonnes of carbon emissions. The report highlights the remarkable growth potential of EVs in Kolkata. Currently, the city has around 3,500 electric vehicles but this number is projected to exceed 355,000 by the end of 2030.

The total expenses associated with this transition, considering sales projections, are estimated to be over INR 3,008 crore (USD 364 million). However, the operational savings from EV adoption are predicted to surpass INR 14,529 crore (USD 1,754 million). Additionally, an investment of INR 74.8 crore (USD 9.1 million) will be required for the establishment of charging infrastructure.

Kolkata has already made significant progress in EV adoption, with a nearly four-fold increase in EV registrations from 2021 to 2022. This growth has been driven primarily by electric two-wheelers, accounting for 64% of registrations, followed by four-wheelers at 35%. Snehasis Chakraborty, the state transport minister, commended the report that has recognised the Bengal government's efforts to promote EVs.



# E2W are winning customers with tech features



**T**WO WHEELERS are paramount for India. They improve the quality of lives of millions, and it's an area that India has done very well in, with Indian bikes even selling well in markets overseas. But a new electric revolution is upon us, and it's sparking a wave of innovation and entrepreneurship in the country.

EV 2-wheelers in the market are able to offer a longer range of over 100 km with fast charging in less than two hours, coupled with performance on par or better than internal combustion engine (ICE) 2-wheeler counterparts. This is now possible through the technological breakthroughs over the last five years in battery management systems, and the powertrain area (an assembly of every component that pushes your vehicle forward). Cost innovation has happened at a hypersonic speed in electric two-wheelers, resulting in the total cost of ownership becoming significantly lower than the most economic ICE models

To entice customers to switch to electric vehicles, EV companies in India are also busy building features that simply don't exist in ICE two wheelers.

Ather co-founder CTO Swapnil Jain says their most loved features include navigation with Google Maps, autohold, all the riding and charging statistics on the mobile app, and the three-way bluetooth pairing between the phone, scooter and headphones.

Niraj Rajmohan, cofounder and CTO of Ultraviolette, says their high-performance electric motorcycle, the F77, is a fully connected vehicle which is how they are able to offer features unseen on traditional two-wheelers – such as a lockdown mode with emergency contact alert, maps with real-time traffic information and many more.

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**FAME-II Subsidy Cut Causes 56% Plunge in EV 2W Sales**

