

e2Ws, premium bikes set to rule market in 2025

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Mumbai, 31 December

The Indian automotive market is gearing up for major launches and an electrification drive in the electric two-wheeler (e2W) segment in 2025.

Leading manufacturers like Honda, TVS, Royal Enfield, Hero MotoCorp, and KTM are set to unveil models, encompassing both electric scooters and premium motorcycles.

Honda is expecting to kick off January 2025 with the highly anticipated launch of Activa e: and QC1 electric scooters.

The vehicle is expected to be priced between ₹1 lakh and ₹1.3 lakh (ex-showroom) and will be available in key cities such as Delhi, Mumbai and Bengaluru.

Although Honda has not disclosed its price and booking, it was revealed that the Activa Electric scooter will be launched at the India Mobility Global Expo 2025 in January.

India's electric two-wheeler market is currently dominated by scooters, with electrification penetration higher in this segment (around 15 per cent) than overall two-wheelers (5-6 per cent). States like Rajasthan have witnessed higher scooter electrification rates, exceeding 40 per cent.

Srikumar Krishnamurthy, senior vice-president at ICRA, stated that upcoming launches are poised to accelerate this electrification momentum.

However, he acknowledged challenges in the electric motorcycle segment. He said, "Adoption remains limited due to performance and affordability concerns. Success in this category will depend on delivering models that resonate with the traditional motorcycle rider in terms of sturdiness, performance, and value."

Society of Indian Automobile Manufacturers (SIAM) data reveals that total two-wheeler sales (including motorcycles, scooters, and mopeds) from January to November 2023 reached 15.86 million units. In 2024, this figure increased to 18.43 million units, indicating a growth in the two-wheeler market.

Meanwhile, data from the Society of Manufacturers of Electric Vehicles (SMEV) shows that electric two-wheeler sales in 2023 totalled 857,369 units. In 2024, they



THE LINE-UP

Two-wheelers to be launched this year

- **Honda:** Activa e and QC1 e-scooters in Jan
- **Royal Enfield:** Scram 440 and Classic 650 in Jan
- **Hero MotoCorp:** XPulse 210, Xtreme 250R, Karizma 250R, and Xoom 125R scooter
- **KTM:** New-generation 390 Adventure series
- **TVS:** Updated Ronin
- **Suzuki:** Next-generation Access 125

reached 891,738 units, demonstrating a steady increase in their adoption.

Royal Enfield is gearing up to make waves with the Scram 440 and the Classic 650, both to be launched in January.

The Scram 440, built on the proven Himalayan 411 platform, boasts of a larger engine for enhanced performance.

The Classic 650 will combine the charm of the Classic 350 with a 648 cc engine of the Shotgun 650, delivering 46.3 bhp and 52.3 Nm of torque.

Additionally, the Bullet 650 Twin, sharing its powertrain with the Classic 650, is also under development, while the Himalayan 450 Rally version is set to bring functional and visual upgrades.

Hero MotoCorp will also introduce the XPulse 210, which is expected to be powered by a 210 cc liquid-cooled engine producing 24.8 PS and 20.7 Nm of torque. With adventure-ready features like a taller windscreen and long-travel suspension, the XPulse 210 may be priced around the Karizma XMR.

Hero will also reveal its Xtreme 250R and Karizma 250R, alongside the sporty Xoom 125R scooter, priced between ₹80,000 and ₹90,000 (ex-showroom).

KTM's new-generation 390 Adventure series, including the 390 Enduro R, will enter the market in early 2025. With prices ranging from ₹3.3 lakh to ₹3.8 lakh (ex-

showroom), these models are geared towards off-road enthusiasts.

TVS will launch an updated version of the Ronin, featuring dual-channel ABS and new colour options.

Suzuki, meanwhile, is preparing to unveil the next-generation Access 125, bringing upgrades to the popular scooter.

Experts believe key upcoming launches like Honda's Activa e: and Hero's XPulse 210 are expected to bolster this segment. However, electric motorcycles face challenges in adoption due to performance and affordability concerns.

Analysts further believe that Royal Enfield, Harley-Davidson, and other brands are expected to accelerate electric motorcycle launches in the coming years.

According to Kavan Mukhtyar, partner and leader - automotive advisory at PwC, the premium bike segment will witness robust growth in 2025, with advancements in connectivity and safety features.

"The premium bike market is clearly expanding, and I foresee robust growth in this space. In 2025, we will also see the introduction of connected features and advanced safety capabilities, particularly in premium models," Mukhtyar said.

He highlighted that electrification is set to accelerate further, with several high-quality electric scooters and motorcycles entering the space. "The electric motorcycle segment, which has been nearly non-existent in recent years, will begin to see some significant activity starting in 2025. Established brands are expected to step into this space with promising launches," Mukhtyar added.



2025: THE OUTLOOK