

Tata Tiago.ev gains traction in smaller cities

G Balachandar
Chennai

More people in smaller cities are buying Tata's electric hatchback, Tiago.ev, than the ones in big cities — a development that signals that mass market battery-powered cars supported by the right ecosystem carry the potential for mainstream adoption.

Tiago.ev has achieved deeper penetration than its electric SUV Nexon with about 50 per cent of the bookings coming from outside of the top 20 cities. Tiago.ev penetrated into smaller cities such as Bilaspur, Satara, Shimoga and small towns in Kerala.

Overall, Tiago.ev has secured 35 per cent of bookings from the top 10 cities and 16 per cent from the next 10, while the rest of India contributed 49 per cent. For Nexon Electric, top 10



MAKING INROADS. Of the total bookings for the vehicle, 49% came from outside top 20 cities

cities accounted for almost half (49 per cent) of its bookings, according to a company document.

The company has delivered close to 15,000 units of Tiago.ev since February this year. Auto analysts said the automaker is ramping up the capacity and Tata Motor's overall EV deliveries would touch about one lakh units in FY24, up from 50,000 plus in FY23.

About 23 per cent of Tiago.ev buyers were first-time car customers. Also, close to one-fourth of the buyers were women. This share is more than two times of the industry average for female buyers. About 56 per cent of Tiago.ev buyers were aged below 40 years.

The company's success and dominance in the electric car market is supported by its wide EV network and

the Tata uniEverse ecosystem.

WIDE EV NETWORK

Tata Motors' EV network expanded from 51 cities in FY21 to 165 in FY23. Likewise, total EV dealerships grew from 97 to 250 during the period. In addition to 5,000 plus public chargers and home charging in 170 plus cities, the company has also established more than 900 community/resident welfare association chargers across the top five metros.

"Tata Motors remains the leader in electric passenger vehicle (EPV) segment. Its EPV sales stood at 8,854 units during this fiscal (April and May), while total industry EPV volumes were at 11,782 units. Tata Motor's EPV mix improved to 13 per cent in May, after deteriorating in April," said Kumar Rakesh, Analyst-IT & Auto, BNP Paribas India.