

India adopting EVs faster than others: BMW

German giant has 4 fully electric models on sale in India

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DEMAND FOR LUXURY electric vehicles (EVs) in India is better than BMW's global average, which has made the German giant look at the country as the next best destination for EVs after China.

India has been the fastest-growing market worldwide in 2021 and 2022 for BMW and the weight of India in the overall BMW business is growing, said Jean-Philippe Parain, senior vice-president (Asia-Pacific, Eastern Europe, West Asia and Africa) BMW Group, in a chat with *FE*.

"The board is looking at markets other than China which can bring growth in the coming years and Indian stands on top of that list. We are trying to define our strategy about the requirements for being successful in the mid-term in India," Parain added.

BMW is keen to hold onto its top position in the luxury EV space in India where it has four fully electric models on sale. While Mercedes-Benz leads the race in the total tally of luxury car volumes in India, BMW claims to be the top brand in the luxury EV space with models like iX, i4, i7 and the Mini Electric.

The levels of EV penetration achieved by BMW in India is higher than the other markets that the company operates in. For instance, one out of every 10 units (10%) sold by BMW in India is a fully electric model while the global share is 9%. For the Mini Electric, this penetration rises to 30% in India, much higher than the global average.

"India's EV adoption pace has been higher and it would surprise anyone that India would adopt so quickly," said Vikram Pawah, president, BMW Group India, said.

Like for the rest of the carmakers, China is BMW's biggest market in the world. The brand sells 750,000-760,000 in China a year, while the sales in India stood at just under 12,000 units last year or roughly 1.6% of China volumes. However, with China's repeated issues with Covid-19 and glitches in the supply chain network, several companies are looking at India to become the base for the future.



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BMW is also charting the next phase of strategy for India which includes investments, expansion and new products.

The company, however, is tightlipped about them.

"Investments and new products for India are seen with a very favourable eye by Germany (company headquarters). We have taken some very good product decisions in the last few weeks because they see that the predictions and prospects that have been sometime delayed in India are coming to reality in the last two years," Parain added.

2022 proved to be the best year for BMW in India in its 15-year existence in the country. It is hoping to beat the 2022 sales in 2023 with around 18 models lined up for launches, nearly double (10) those lined up by market leader Mercedes-Benz.