Nissan bets on India revival with Tekton, maps EV entry by 2028

GRAND PLAN. To expand domestic line-up from one locally-manufactured model to four

Amit Vijay Mohile
Mumbai

MARKET AVAILABILITY. Bookings for the Tekton opened on Thursday, ahead of deliveries beginning on July 20 PTI

Nissan Motor India on Thursday launched the all-new Tekton mid-size SUV at an introductory price of ₹10.49 lakh (ex-showroom), using the launch to outline a broader revival strategy that includes expanding its locally-manufactured portfolio to four models and entering the country's electric vehicle (EV) market by around 2028.

For Nissan, which holds about 0.6-0.7 per cent of India's passenger vehicle market, the Tekton is intended to become a second volume pillar alongside the Magnite, as it rebuilds its presence in one of the world's fastest-growing automotive markets.

"We are building a stronger and more competitive Nissan in India," said Guillaume Cartier, Chief Performance Officer, Nissan.

The Japanese automaker said it is evaluating multiple pathways for its India EV programme, including local manufacturing, imports and technology partnerships, as it prepares for the industry's transition to the tighter CAFE-III norms.

Bookings for the Tekton opened on Thursday, ahead of deliveries beginning on July 20. Built on the Renault-Nissan Alliance's CMF-B platform, the five-seater SUV marks Nissan's return to India's mid-size SUV segment and will compete with rivals such as the Hyundai Creta, Kia Seltos and Maruti Suzuki Grand Vitara.

BUILDING SCALE

The company plans to expand its domestic line-up from one locally-manufactured model to four.

The Tekton will be produced at the Renault-Nissan Alliance plant in Chennai under Nissan's "One Car, One World" philosophy and exported to West Asia and Africa. The company said localisation will increase as the supplier ecosystem matures, strengthening the country's role as both a manufacturing and export hub.

EV ROADMAP

Alongside its product expansion, Nissan offered its clearest indication yet of its India electrification strategy. It is assessing whether future EVs should be manufactured locally, introduced through partnerships or brought in as imports, with the final approach depending on customer demand, charging infrastructure, government policy, battery sourcing and commercial viability.

"We can partner, we can manufacture, and we can bring one," company officials said, outlining the options under evaluation and adding that electrification would be pursued when there is a sustainable business case rather than solely to meet regulatory requirements. Nissan expects to introduce an EV in India around 2028.

HONDA OPTION

Company officials said project-level collaboration with Honda remains one of the technology options under evaluation globally, with discussions continuing around software-defined vehicles, ECUs and next-generation EV technologies. While India forms part of those discussions, no decision had been taken on deploying any such collaboration in the country.

Experts say the timeline could allow the Renault-Nissan Alliance to leverage the investments made in its CMF-B architecture before introducing an affordable EV. One potential pathway is the AmpR Small platform, which shares around half its components with CMF-B, enabling higher localisation, lower investment and greater supplier commonality if selected for India.