

High demand may accelerate Honda's e-scooter plan for India

Company looking to develop fresh localised solution

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Honda Motorcycle and Scooter India (HMSI) will kick-start a feasibility study later this year for the electric scooter segment - which it could enter within the next couple of years. With numerous options available in the market for an electric scooter, the company wants to ensure it remains the preferred choice.

Honda has several electric two-wheeler models on sale in China and Japan but the company opted to move cautiously in the ASEAN countries, including India. However, with demand for electric two-wheelers remaining strong, Honda has decided to venture into this segment.

"In the last six months, we



Atsushi Ogata, President, MD and CEO, HMSI

have had discussions with Japan on our EV strategy for India. After the summer holidays in Japan, we will invite several engineering experts to India to shift product plans to actual developmental stage," said Atsushi Ogata, President, MD and CEO, HMSI.

Honda Activa

While Honda's highest-selling model Activa is generally the first two-wheeler product in a buyer's

family, the model is also popular for being the second two-wheeler in the family, especially in urban markets.

"We believe that Activa will continue to have good demand for the next 3-4 years," Ogata added. The company has also kept the option of using the Activa brand for the electric segment.

Localised solutions

Ogata admitted that getting a fully-ready EV product from China to India is possible in six months, but it will refrain from doing that because it wants to develop a localised solution, including components like battery, electronic control unit and the motor. When asked if the company is targeting 2023 for its maiden EV launch, Ogata added, "We will try as much as we can. We have to look at all regulations on EV, especially on safety in light with the recent fire incidents."