

E2W industry on 'amazing transformation' path: Ather CEO

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Indian electric two-wheeler industry is on an 'amazing transformation' and policy support is a crucial signal to all stakeholders that the government stays committed to a 100 per cent electric vision, Ather Energy Co-founder & CEO Tarun Mehta said

on Wednesday.

In a post on social media platform X, he said from a growth perspective the country's E2W industry holds immense potential and argued that while "naysayers in the industry will keep nitpicking on new tech, but there's perhaps no single lever more powerful than 100 per cent electrification to reduce fossil fuel depend-

ence and emissions reduction".

"I firmly believe that we are on to an amazing transformation in our industry and will build an enormous global behemoth out of India in E2Ws (electric two-wheelers). However, there's still a lot to solve for," Mehta wrote in response to an article by India's G20 Sherpa Amitabh Kant who highlighted the

need for electrification of transportation in India.

Mehta further said, "While tech and products are evolving, customer adoption is still at 5-6 per cent, and policy support is a crucial signal to all stakeholders that the government stays committed to a 100 per cent electric vision." Demand incentives remain central to this as they have

the highest output per rupee spent. Demand acceleration paves the way for more capacities, more infrastructure, more research and development, more products, more suppliers, and a larger ecosystem, he added. "Subsidies are not about helping companies grow; they're about accelerating adoption for the entire industry," Mehta asserted.