

EV car sales nearly doubled in July

e2W sales fell partly because of output cut after rare-earth magnet shortage

ANJALI SINGH

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Retail sales of electric passenger vehicles (ePVs) nearly doubled in July 2025, surging 93 per cent year-on-year (Y-o-Y) to 15,528 units, even as overall passenger vehicle (PV) retail volumes declined marginally.

In contrast, electric two-wheeler (e2W) sales dropped by 4.3 per cent to 102,973 units, according to the Federation of Automobile Dealers Associations (Fada) data.

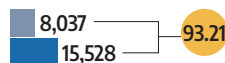
In the passenger vehicles category, EV share surged to 4.7 per cent in July 2025, more than doubling from 2.4 per cent in July 2024, and improving from 4.4 per cent in June 2025. This sharp rise has been attributed to an expanding model line-up, improved availability, and state-level subsidies.

In the two-wheeler space, EV penetration reached 7.5 per cent in July 2025, a modest increase from 7.4 per cent last year and 7.3 per cent in June 2025. Leading players like TVS, Bajaj, and Ola posted month-on-month (M-o-M) declines, reflecting ongoing pressure.

Mixed bag

Data for July ■ 2024 ■ 2025 ● % chg

Electric PV sales



Electric 2-wheeler sales



Source: Fada

“Electric mobility continued its forward momentum in July 2025, with EV penetration rising across most segments, barring two-wheelers, despite a softer overall retail environment,” said Fada president CS Vigneshwar. “This momentum signals that India’s EV transition is steadily moving beyond early adopters into mainstream consumer and fleet markets. Consistent policy support, accessible financing, and rapid expansion of charging infrastructure will be pivotal in sustaining this growth through the

festival season and beyond,” he added.

Tata Motors and JSW MG Motor continued to lead the electric passenger vehicle market in July 2025. Tata Motors recorded sales of 6,047 units, growing 28.4 per cent M-o-M and 18.6 per cent Y-o-Y. JSW MG Motor sold 5,089 units, up 28 per cent M-o-M and a staggering 214.9 per cent Y-o-Y.

Mahindra, Hyundai, and BYD posted notable Y-o-Y growth, albeit on smaller volumes. Mahindra saw a 446.3 per cent jump, while Hyundai’s sales rose 938.9 per cent Y-o-Y. BYD’s sales increased 28.9 per cent Y-o-Y.

The strong momentum for Mahindra and Hyundai was driven by new electric SUVs and compact models. M&M, however, saw a 6.4 per cent M-o-M fall in volumes while BYD volumes slid 3.57 per cent.

In the e2W market, Ola Electric saw the sharpest fall, with sales plunging 57.3 per cent Y-o-Y. Established players TVS Motor and Bajaj Auto reported double-digit M-o-M declines — down 12 per cent and 14.5 per cent, respectively, with 13 per cent and 10 per cent Y-o-Y growth.