

# TVS unveils battery-as-a-service across EV range

Our Bureau  
Chennai

TVS Motor Company (TVSM) has introduced battery-as-a-service (BaaS) across its EV portfolio, offering customers a new and flexible ownership model.

It has strengthened its electric vehicle portfolio with the launch of TVS Orbiter V1 with 1.8 kWh.

With the addition of TVS Orbiter V1 and the introduction of battery-as-a-service, TVS Motor's EV scooter range now starts at ₹49,999 (ex-showroom Delhi, inclusive of PM e-Drive).

The BaaS model lowers the upfront cost, while offering customers long-term battery assurance and peace of mind.

Customers who prefer the TVS Orbiter V1 without BaaS, can purchase it at ₹84,500 (ex-showroom Delhi, inclusive of PM e-Drive), says a release.

## OWNERSHIP MINDSET

TVS Motor has introduced BaaS across its EV portfolio, enabling customers to sub-



**OWNERSHIP FLEXIBILITY.** Aniruddha Haldar, Senior VP-Head, Commuter & EV Business and Head, Corporate Brand & Media, TVS Motor Company, at the launch of the TVS Orbiter V1

scribe to battery usage instead of paying the full battery cost upfront.

This model separates the vehicle price from the battery cost, helping customers better understand both the upfront purchase and the ongoing running cost of an EV.

By introducing BaaS across the portfolio, TVS Motor is enabling greater

flexibility in EV ownership while expanding accessibility for a wider set of customers, says the company.

TVS Motor offers a differentiated offering with BaaS on its entire electric scooter range, with benefits like low upfront cost starting at ₹49,999; flexi-payment plans, starting at ₹862 per month; extended warranty

up to five years/70,000 km included in BaaS payment plans and unlimited monthly usage throughout the BaaS tenure of choice.

Gaurav Gupta, President - India 2W Business, TVS Motor Company said that the introduction of BaaS represents an important shift in customers' approach to EV ownership.

"By separating the vehicle price from the battery usage cost, we are enabling greater flexibility while providing customers a clear understanding of the overall cost of ownership."

## ACCESSIBLE OPTION

The introduction of TVS Orbiter V1 reflects these insights, bringing a more accessible option for everyday urban commuting.

"Together with flexible ownership models like BaaS, we believe the TVS EV portfolio will continue to drive wider acceptance and accelerate EV adoption across India," said Aniruddha Haldar, Senior Vice President-Head Commuter & EV Business and Head Corporate Brand & Media, TVS Motor Company.