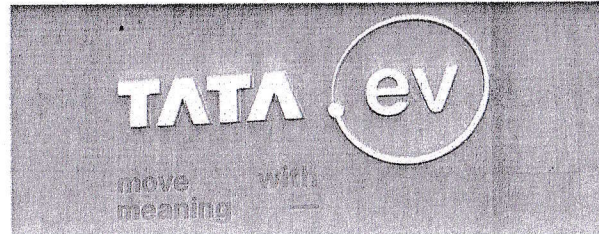


# Auto industry praises PM E-DRIVE scheme

Our Bureau  
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The auto industry on Thursday lauded the Cabinet approval for the Prime Minister Electric Drive Revolution in Innovative Vehicle Enhancement (PM E-DRIVE) Scheme, saying it will accelerate India's journey towards zero-emission mobility and will drive higher electric vehicle (EV) penetration.

"It will accelerate India's journey towards zero-emission mobility with greater speed and rigour, especially in trucks, buses and the ambulance segment. We continue to collaborate with the government and other stakeholders in this nation-building endeavour towards sustainable transportation," Girish Wagh, Executive Director, Tata Motors, said.



**GOING GREEN.** Tata Motors will be one of the biggest contenders for e-buses under the PM E-DRIVE scheme REUTERS

The largest electric passenger vehicle maker was the biggest beneficiary in the FAME-II scheme, and now will be one of the biggest contenders for its e-buses in the PM E-DRIVE scheme.

"With continued focused support on 2Ws, 3Ws, e-buses and e-ambulances, the scheme will drive higher EV penetration. Investments laid out for fast-charging infrastructure for all segments will help increase consumer confidence for faster adop-

tion of EVs," Anish Shah, Managing Director, Mahindra & Mahindra, and Group CEO, Mahindra Group, said.

The Faster Adaption of Manufacturing of Hybrid and Electric Vehicles (FAME) and Electric Mobility Promotion Scheme (EMPS) initiatives have helped in 20 per cent e-3W penetration.

With PM E-DRIVE, the company foresees India becoming the first country to achieve 100 per cent electri-

fication in this segment by 2030.

## EV ECOSYSTEM

Hero MotoCorp said by addressing the entire e-mobility ecosystem, this initiative is set to drive technological advancements, attract significant investment, and create employment in the sector.

"The PME-DRIVE marks a pivotal step towards a sustainable future by reducing our reliance on fossil fuels, significantly lowering carbon emissions and curbing urban pollution. This forward-looking policy is in harmony with global climate goals and India's clean energy aspirations, fostering both innovation and environmental stewardship," Pawan Munjal, Executive Chairman, Hero MotoCorp, said.

"By focusing on building infrastructure, such as 88,500 EV chargers, and in-

roducing e-vouchers, the government is addressing key challenges faced by potential buyers, ensuring a smoother transition to electric mobility," Ayush Lohia, CEO, Lohia Auto, said.

The Society of Indian Automobile Manufacturers (SIAM) said the scheme of ₹10,900 crore, which includes e2W, e3W, e-ambulances, e-trucks, e-buses and PM-eBus Sewa Payment Security Mechanism of ₹3,435 crore, will help accelerate the adoption of EVs. "The auto industry stands ready to work with the government to ensure advancements in EV technology and infrastructure, aligning our efforts with the nation's goals for a cleaner, greener future," Shailesh Chandra, President, SIAM, and Managing Director, Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility, said.