

Tata Motors aims to hold over 50% share in electric PVs

POWER PUSH. Amid rising competition, the company is focusing on 4 key segments

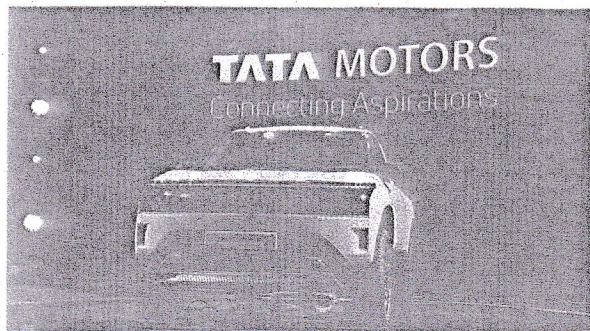
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Chennai

Tata Motors is aiming to retain a market share of over 50 per cent in the electric passenger vehicle (e-PV) segment going forward, even as competition heats up with multiple new launches expected over the next year.

ACTIVE YEAR

"Many of the launches have already happened, and more are coming. It's a very active year for EV launches across OEMs, so we do expect short-term volatility. But with the actions we are planning to take, let me elaborate, we're confident in sustaining our leadership," Shailesh Chandra, MD, Tata Motors Passenger Vehicles Ltd and Tata Passenger Electric Mobility Ltd, said during the Q4FY25 earnings call.

"Our aspiration is to maintain a market share of over 50 per cent," he added.



SALES DOWN. The company's electric passenger vehicle volumes declined 13 per cent y-o-y to 64,300 units in FY25 REUTERS

As part of this strategy, Tata Motors is focusing on four key segments. In the entry-level segment (under ₹12 lakh), where it currently commands over 75 per cent market share with models like the Tiago and Punch EV, the company is working to reduce the price gap with internal combustion engine (ICE) vehicles and improve driving range to drive broader adoption.

In the highly competitive mid-segment (₹12-20 lakh),

where Tata holds a 30-33 per cent share, the company is implementing both short-term initiatives and a strategic 18-24 month plan to strengthen its presence, as this segment is expected to contribute the highest EV volumes.

HARRIER & SIERRA EVs

In the premium segment (above ₹20 lakh), which is showing increasing promise, Tata is preparing to launch the Harrier EV and Sierra EV

to capture incremental volumes.

For the fleet segment, where Tata has focused on offering better total cost of ownership compared to diesel, the company now aims to offer greater value than CNG alternatives to tap into additional market potential.

Tata Motors' electric passenger vehicle (PV) volumes declined by 13 per cent year-on-year to 64,300 units in FY25, primarily due to subdued demand in the fleet segment.

As a result, the company's market share fell from 73.1 per cent in FY24 to 55.4 per cent in FY25, amid intensified competition from new model launches. While growth remained muted in the first half of FY25, the second half saw renewed traction thanks to increased participation from OEMs and new launches. This bodes well for EV growth in FY26, Chandra said.