

# Honda tests 0 Alpha in India as ₹1,200 cr EV push gathers pace

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Honda Cars India has begun public road testing of its 0 Alpha electric SUV, a key step in validating the Japanese automaker's ₹1,200 crore investment to manufacture its first locally built electric vehicle at the Tapukara plant in Rajasthan, ahead of the planned launch in 2027.

## TOUGH COMPETITION

The model is expected to compete with Maruti Suzuki's e-Vitara, Hyundai Creta EV, Tata Curvv EV and

Mahindra's BE-series SUVs, placing Honda in the rapidly expanding mid-size electric SUV segment, where domestic and global manufacturers have already established an early presence.

"The start of pan-India public road verification testing is a key milestone in our electrification journey. India has unique driving and climate conditions, and it is important for us to test our electric vehicle thoroughly in real-world environments," said Takashi Nakajima, President and CEO, Honda Cars India. The pro-



**BIG PLANS.** The electric SUV will be manufactured at Honda's Tapukara facility in Rajasthan

totype, based on Honda's 0 Series born-electric platform, unveiled at the Japan Mobility Show 2025, has entered a pan-India verification programme, which will evaluate the vehicle across

highways, city roads and challenging terrains, including extreme summer temperatures and monsoon conditions. The electric SUV will be manufactured at the Tapukara facility, which the

company plans to position as a production base for both domestic sales and exports. Industry analysts say the 0 Alpha project represents Honda's first serious push into India's mid-size electric SUV segment, signalling a shift from its earlier hybrid-focused approach to a broader electrification strategy.

The vehicle is likely to be positioned alongside or above the Honda Elevate in the company's portfolio, with an expected price range of ₹17 lakh to ₹30 lakh (ex-showroom).