

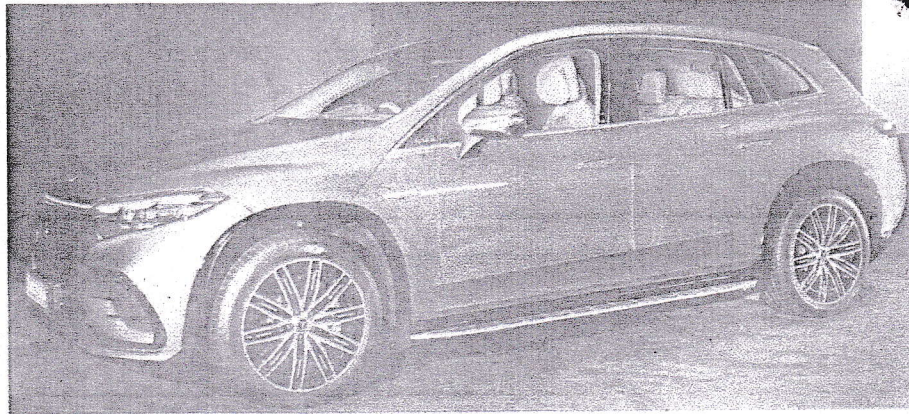
At ₹1.41 cr, Mercedes rolls out 2nd India-made EV

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Luxury carmaker Mercedes-Benz has introduced its second 'Made-In-India' Born Electric Vehicle (BEV) — EQS SUV 580 4MATIC at an introductory price of ₹1.41 crore and will be manufactured at the company's Pune plant. India is the second country to manufacture the EQS SUV after the EQS Sedan.

The EQS SUV has a 122-kWh battery capacity with a range of 809 km. It has a charging time of 31 minutes and will provide consumers with a battery warranty of 10 years.

Further, Mercedes-Benz has announced an additional investment of ₹200 crore in January towards manufacturing operations, new product start-ups and digitisation of manufacturing processes. Its overall investment in the country is ₹3,000



crore in its manufacturing capacity at Chakan in Pune.

EV DEMAND

EQS 580 was the first Made-In-India car introduced by the carmaker in 2022, and is available for ₹1.52 crore. The company has sold more than 500 units of EQS sedan in the first 18 months of the launch.

"Today more than 55 per cent of the cars we sell are

SUVs. We saw a huge demand for SUVs and with the EQS SUV, we further strengthened our comprehensive line-up of BEVs across segments, catering to diverse customer requirements — ranging from EQA to Mercedes-Maybach EQS SUV," said Santosh Iyer, Managing Director & CEO, Mercedes-Benz India.

The German luxury carmaker has 5 per cent EV sales

in India with its growth standing at 60 per cent in H1-2024.

The company will also install 10 ultra-fast chargers in 2024. Mercedes-Benz offers six BEVs in the country — EQA SUV, EQB SUV, EQE SUV, EQS SUV, EQS 580 sedan and the Mercedes-Maybach EQS 680 SUV.

The electric G-Class, which is yet to be launched, has more than 80 bookings.