

# Mercedes to now make EQS SUV in India

## Only country outside US to build model

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German luxury carmaker Mercedes Benz India would now be making its electric SUV, EQS SUV 580, in India, which will be the only market outside the US to produce this seven seater car as the company sees local demand for electric vehicles.

This is not the first EV that Mercedes would be making in India though. It has been making the EQS sedan here for the last 18 months, and has sold 500 units of the car.

The EQS SUV 580 is currently not available in India. The car with a 122 kwh battery and 809 km range (in single charge) would be priced at ₹1.4 crore.

Santosh Iyer, MD and CEO of Mercedes Benz India, said the company felt that having an entire portfolio — sedan and SUV — of the EQS range would help boost sales and offer a more holistic option to the customer. Iyer added that the EQS SUV is the third luxury EV launched by the company this year.

“Mercedes-Benz is deeply committed to the Indian market with an additional investment of ₹200 crore in

2024 towards manufacturing operations, new product start-ups and digitisation of manufacturing processes. The localisation of the EQS SUV manifests our local competencies, creates value for Indian customers and supports the government’s vision of ‘Make in India’,” he added.

This takes Mercedes’ cumulative investment in India in manufacturing capacity to ₹3,000 crore.

The German luxury car maker has six EVs comprising the EQA SUV, EQB SUV, EQE SUV, EQS SUV, EQS 580 sedan and the ultra-luxury Mercedes-Maybach EQS 680 SUV. Between January and September this year the company has launched the EQA, EQS SUV 580 and the Mercedes-Maybach EQS 680 SUV in India — all EVs. The EV sales growth thus stands at 60 per cent in H12024.

In fact, the penetration of EVs has doubled. From 2.5 per cent of overall sales at the end of 2023, it has reached to five per cent in the H12024 calendar. Mercedes now has 2,000 cars order book in India and hopes to end the year with double digit growth.



Mercedes-Benz India MD and CEO Santosh Iyer (left) with Sales and Marketing V-P Lance Bennett on Monday. The EQS SUV is the third luxury EV launched by the firm this year