

Renault ready with EV, but the Indian market isn't

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New Delhi

Renault India, the wholly owned subsidiary of French carmaker Renault Group, on Tuesday said it is ready for its first electric vehicle (EV), but will launch only when the market is right for consumers as EV penetration is still only 4 per cent of the overall car market.

CAUTIOUS APPROACH

"We have got the technology and we made a choice to bring a platform that is EV-ready. So, as soon as we see that there is a good natural demand coming for EV, we will get it. The decision is made, even the announcement is made. Now, the question is when, and I think we need to go step-by-step. In



Francisco Hidalgo, Vice-President - Sales & Marketing, Renault India

the last few years, we haven't been so present in the market, so let's go step by step. The first step for us is the Duster with hybrid, which was a must. Then there will be a few more products, and then... we will come up with an EV," Francisco Hidalgo, Vice-President - Sales & Marketing, Renault India, told *businessline* on the side-

lines of the new Duster launch here.

He said the decision has been made, but Renault wanted to make sure the company does not skip any steps, as it would not make sense for Renault right now.

GLOBAL EV TRENDS

"Today is not a time for us, but it's going to come in some, probably months, or years, but not too many... I think everybody is looking at the EV platform and most of the EV sales that are done, I would say, they are pushed by novelty. It's like a fashion product when there is a new car that comes, a lot of people buy it. But, then when you look at the life cycle, it goes up very high and then it goes down very high for most of the vehicles, and that's something that has been

happening on the early stages everywhere in the world," he noted. However, he also added that in India, things can change very quickly, and the company should be ready to make certain decisions.

FLEXIBLE PLANS

"In India, what we see is that things can change very fast. So, I would say 4 per cent (EV penetration) is still not good enough for us to make that jump. But, now that we cannot wait to be late... we are ready," Hidalgo said, adding that the Bridger concept that is already being planned, with the production expected to start next year, and after that, the EV can also come because for Renault too, EV "is definitely a big part of the future". Meanwhile, Renault India

launched the all-new Duster with a turbo-petrol engine, priced between ₹10.49 lakh and ₹18.49 lakh (ex-showroom, Delhi). The company first launched the Duster in 2012, but discontinued in 2022. The all-new Duster is built on the advanced Renault Group Modular Platform (RGMP) and has been developed with a clear focus on structural robustness, efficiency and future-readiness, the company said.