

Mercedes-Benz India expects EVs to contribute 25% to car sales in 3 years

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Betting big on the growing electric vehicle (EV) market in India, luxury car maker Mercedes-Benz is expecting its EV portfolio (present and future) to make up 25 per cent of its total car sales in the next three years, growing from the current levels of three to four per cent.

Mercedes-Benz, on Thursday, launched the GLC, its new petrol/diesel SUV, in Hyderabad. The Managing Director and CEO of Mercedes-Benz India, Santosh Iyer, said the auto-maker is planning to launch three to four EVs in the next 12-18 months in India.

"Slowly, but surely, we should increase penetration. And in the next three years we feel that 25 per cent of our sales would be EVs in India as well," he said.

According to him, it would be easier for Mercedes-Benz car users to adopt EVs as most of them already have charging facilities at home or office and may not depend on



FLAGGING OFF. Santosh Iyer, MD and CEO, Mercedes Benz India, at the launch in Hyderabad on Thursday PANAKRISHNA C

public infrastructure. He hoped that some States which are still levying road tax on EVs would give an exemption to the segment.

INVESTMENTS FOR GLC

He added that the German car maker's plant, spread over 100 acres in Pune, has the capacity to produce 20,000 units annually, which can be ramped up to 40,000. "Our current investments are close to ₹2,700 crore. With GLC, we have invested an additional ₹100 crore. This capacity to make 20,000 cars in India (can) go up to 40,000... The first phase of 20,000, we should be seeing very soon. In the next two to

three years, we should be reaching those numbers," he said.

On sales figures, Iyer said the high-end automobiles maker sold over 8,500 cars during the first half of the current year and expects double-digit growth for the full year.

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