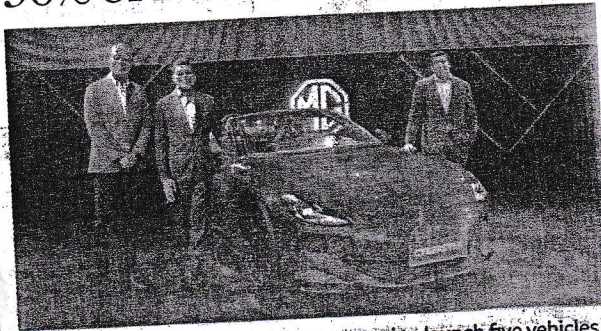


JSW MG Motor India eyes 50% of FY25 sales from EVs



GEARING UP. The company is expected to launch five vehicles over the next 12 months and increase production capacity

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JSW MG Motor India is eyeing 50 per cent of its overall sales from electric vehicles (EVs) in FY25. The company will launch its MG Windsor EV in September.

“As we prepare to launch India’s first CUV — the MG Windsor EV, we’re targeting over 50 per cent of our overall sales from EV models this year. We see a significant opportunity to shape a sustainable future for India through our holistic approach to the EV ecosystem. Our vision encompasses everything from investing in clean technologies to local manufacturing of EV components, developing battery technologies and creating recycling systems,” a JSW MG Motor India spokesperson told *businessline*. The company is expected to launch five vehicles over the next 12 months and increase its production capacity.

BATTERY ECOSYSTEM

To create an EV battery ecosystem, the original equip-

ment manufacturer (OEM) has partnered with companies across the country, “We’re collaborating with partners like Attero, Lohum, and BatX to establish an EV circular economy. Recognising stakeholder challenges, we’ve launched initiatives such as eHUB, a multilingual unified charging platform with the widest charging network offering seamless charging experiences and trip-planning features, and Project Revive, which explores EV battery second-life use cases in partnership with Lohum, BatX and TERI for community applications. Additionally, we’ve introduced EVPEDIA, the industry-first dedicated EV education platform to support India’s sustainable mobility transition,” added the spokesperson.

The OEM has also witnessed traction with its EVs in non-metro cities. With a touchpoint of close to 400 across 162 cities, the company plans to reach 500 touchpoints by 2024-end and position its service centres with a response time of 30 minutes.