

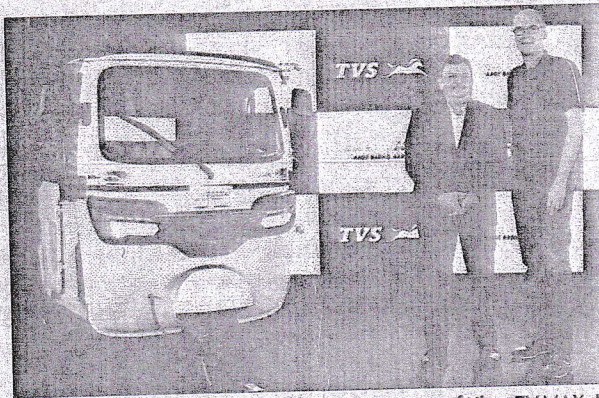
# TVS enters electric 3-wheeler mkt

**Bharat  
Mobility**  
GLOBAL EXPO 2025

**VIKRAM CHAUDHARY**  
New Delhi, January 20

**TVS MOTOR COMPANY** on Monday entered the electric three-wheeler market with the launch of its King EV MAX model. Priced at ₹2.95 lakh (ex-showroom), the vehicle boasts a certified range of 179 km on a single charge. This move marks a significant step in TVS's electric vehicle (EV) journey as the company sets its sights on becoming a major player in the segment.

The company envisions a complete transition to electric vehicles in the three-wheeler category by 2030. KN Radhakrishnan, director and CEO of TVS Motor Company, highlighted the importance of this



TVS has invested ₹125 crore in development of King EV MAX. It is expected to be exported to international markets

launch, stating that it is the beginning of their EV push in the three-wheeler space. He added that the company is also exploring opportunities to expand its product line. Starting with a passenger vehicle, TVS plans to introduce cargo variants and other innovations based on the King EV MAX platform. The model is expected to be exported to

international markets as well.

TVS has invested ₹125 crore in the development of the King EV MAX. According to Rajat Gupta, head of commercial mobility business at TVS Motor, the electric three-wheeler passenger segment experienced an impressive compound annual growth rate (CAGR) of 80% last year, with around 16,000 units currently

sold monthly. This growth trajectory is expected to accelerate, with the segment predicted to be fully electric by 2030.

Gupta also highlighted the unique features of the King EV MAX, which are designed to strengthen TVS's market presence. Production will be ramped up over the next few quarters, and the company expects to secure a significant market share within this period. Initially launched in states like Uttar Pradesh, Bihar, Jammu & Kashmir, Delhi, and West Bengal, the model will be rolled out nationwide in the coming months.

In a strategic move, TVS has also begun exploring a partnership with South Korean automaker Hyundai. The collaboration aims to develop advanced electric three-wheelers and micro four-wheelers for the Indian market, focusing on enhancing last-mile connectivity and supporting urban mobility solutions.