

# Toyota enters India's EV market



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**ANJALI SINGH**

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Toyota Kirloskar Motor, the Indian arm of the Japanese giant Toyota Motor Corporation, has officially entered the electric vehicle market with the launch of the Urban Cruiser Ebella — a badge-engineered model sharing its platform with the Maruti Suzuki's e-Vitara.

Toyota, and Maruti Suzuki had signed a pact in 2017 to collaborate by combining Toyota's electrification capabilities with Suzuki's expertise in compact vehicle technologies. As part of the alliance, the two companies are also engaged in the mutual supply of vehicles across global markets. Toyota said it will continue to follow a multi-technology electrification strategy,

including hybrids, rather than set near-term EV targets, arguing that a mix of green powertrains is better suited to India's decarbonisation needs.

Vikram Gulati, country head & executive vice president at Toyota Kirloskar Motor, said, "This is an opportune time for us to introduce the electric vehicle as the market is picking up. Going ahead, we will continue to explore all green technology options depending upon the consumer requirement. Therefore, it is critical for us to provide as many green technology options as possible, which can in turn meet the diverse needs of the consumers."

Toyota has not revealed the price of the electric car. However, it is expected to hit the market in February, with the bookings started on Tuesday.