

JSW MG Motor eyes 'Maruti moment' in EVs; targets 33% market share by 2030

Suresh P. Iyengar
Mumbai

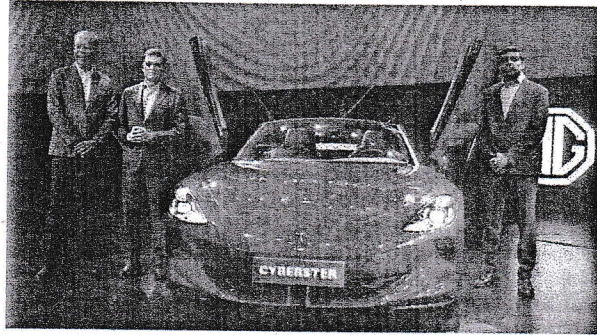
Sajjan Jindal-led JSW Group outlined its strategy for the new auto venture with MG Motor setting a target of capturing 33 per cent of the new energy vehicle segment by 2030 by rolling out one model every 3-6 months.

The JSW Group will hold 35 per cent in the newly-formed JSW MG Motor India with Indian financial institutions and domestic MG Motor dealers holding 8 per cent and 3 per cent, respectively, besides employees owning 5 per cent. The fresh stake holding will result in a capital infusion of ₹5,000 crore.

Chinese car major SAIC Motor, which owns MG Motor, a British brand, will hold 49 per cent in the joint venture. At a later stage, SAIC may dilute its stake through an initial public offering, though the company has not committed right now.

CAPITAL INFUSION

The capital infusion will be used to increase production capacity to 3 lakh vehicles per annum from 1 lakh. The new JV showcased the premium Cyberster EV, which is to be launched early next year in India.



READY TO ROLL. (from left) Rajeev Chaba, MD, MG Motor India, Sajjan Jindal, Chairman, JSW Group, and Parth Jindal, Member, Steering Committee, JSW MG Motor, with premium Cyberster EV, which is to be launched early next year in India

Sajjan Jindal, Chairman, JSW Group, said the venture will disrupt the EV market in India by launching one high-tech model of MG Motor every 3-6 months. With the plan to deepen localisation, the pricing point will definitely excite consumers, he said.

"We are all set to recreate a Maruti movement. I recall how, in 1984, when Maruti first launched its vehicle there was so much excitement and everybody wanted to own one. Today, they have a 50 per cent market share. The same urge will be kindled again with our new launches," he said.

Parth Jindal, Member, Steering Committee, JSW MG Motor India JV, said the company has to sell one million passenger EVs to

achieve 33 per cent market share by 2030.

"We believe that over the next 10 years India is going to be a 10 million electric passenger vehicle market with able government support for faster adoption to contain crude oil imports," he said.

ROYALTY TO SAIC

Asked if JSW MG Motor will pay a royalty to SAIC Motor, Rajeev Chaba, Managing Director, MG Motor India, said all car companies in India have a set royalty-sharing model and the company will also follow that.

The JSW MG Motor India will open its second plant in Gujarat close to its existing unit at Halol, he added.