

Our passenger vehicle sales will cross 5 lakh this calendar year: Tata Motors

bl. interview

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New Delhi

The country's largest electric vehicles (EVs) maker Tata Motors has twice claimed the second place in passenger vehicle monthly sales—in December 2021 and May 2022. The company's top official said that EV sales are growing at a fast pace, and Tata Motors is on track to launch 10 new EVs over the next five years.

In a recent interview with *businessline*, Shailesh Chandra, Managing Director and Chief Executive Officer of Tata Motors Passenger Vehicles and Tata Passenger Electric Mobility, shared the company's plans. Excerpts:

This has been the best year for everyone in the industry. Do you think the trend will continue in 2023?

This calendar year will end with 3.7 plus million sales of PVs from the supply perspective, and supply had been an issue for the last two years. This signals a strong supply in the industry, which has completely eaten away the pent-up demand which was hitting regular models—new models and some popular models. Hatchbacks have been hit the hardest. Therefore, we saw a mismatch between mix of demand versus mix of supply. That is also why we saw a dip in demand in November, post a very good festive season. But, fortunately December



For the first time, we will be the third player to cross the 5 lakh mark in domestic annual sales. We are manufacturing 47,000 vehicles on an average every month.

SHAILESH CHANDRA
MD and CEO
Tata Motors Passenger Vehicles &
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I am. And, this calendar year, we will sell more than five-lakh units. And for the first time, we will be the third player crossing the five-lakh mark in domestic sales.

bookings are back to normal and that is a ray of hope.

But next fiscal will see single digit growth because of very high base. There has already been a jump of 25-30 per cent from last year. Then there are the new emission norms from next fiscal, so we have to see how it pans out.

Now that Tata Motors has all fuel injections available including CNG and Electric, will you continue with diesel vehicles?

Diesel contributes 15-17 per cent of our overall sales. It is in Altroz, Nexon, Harrier and Safari...and in some of the future models. It will sustain in compact UVs and SUVs for sometime, but after BS-7 it will definitely face a lot of pressure. We have existed in BS-6 and from April 2023 also, we will carry forward.

How is the booking going for Tiago EV? Are you on track to sell 50,000 EVs this fiscal?

We have crossed 20,000 units of bookings for Tiago EV which was available at an introductory price of ₹8.49 lakh. We are selling roughly 4,500 EVs per month, which makes for more than 50,000 units annually. So, by this fiscal end, we should be closer to it in all probability, because in eight months (April-November), we would have sold already done around 30,000 EVs.

We consider all the plants as a combined capacity. We are manufacturing 47,000 vehicles on an average every month. We can do better with better demand. We will aim for a number every month and that will be our only focus.

For us it is more important we keep growing our product portfolio and focus on what we want to achieve, the rest will be consequential.

But, if we have invested into capacity, I have a certain aspiration related to the capacities I am investing in. My plan is to grow from where