

'E-car sales in India may jump up to 40% in 2024'

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Electric cars in India are expected to experience a 30–40 per cent increase in volume sales in 2024 as demand remains strong with more models across the ₹8–30 lakh price spectrum set to launch and an increase in charging points, Shailesh Chandra, managing director of the passenger vehicle (PV) and electric vehicle (EV) division of Tata Motors, said on Thursday.

Chandra, after unveiling the company's first EV-exclusive showroom in Gurugram, told reporters that the domestic sales of electric cars in India would reach 90,000–95,000 units in 2023, marking a growth of about 90–100 per cent.

Tata Motors holds more than 80 per cent of the Indian electric car market.

He said that the total domestic PV sales for the automotive industry would be about 4.1 million units in 2023. "It would be an annual growth of 7-8 per cent," he added.

He said that the 90–100 per cent volume growth in 2023 occurred because the average price point of an electric car in India has moved downward, especially since the Tiago EV's deliveries began earlier this year.



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SHAILESH CHANDRA
MD, PV and EV division, Tata Motors

"Last year, the average price point of an electric car was ₹17–18 lakh, with the Nexon being the leading product. In January of this year, we launched the Tiago EV (at a starting ex-showroom price of ₹8.69 lakh). There were a few other products (electric cars) that were launched by the competition, but they did not generate that kind of volume, but the Tiago EV did,"

he noted. He added that more electric car models at different price points — between ₹8 lakh and ₹30 lakh — have to come into the Indian market so that people have more options.

According to him, neither the product and its driving experience nor its price point is the problem right now.

"So, what is stopping people? Primarily, these are bottlenecks around charging," he explained, adding that the electric car is still not the first car for many people as they do not have sufficient confidence about the vehicle's range due to a lack of charging points.

He said to resolve this situation, from the next year onwards, India would see the launch of electric cars with a much higher range. "About 85 per cent of electric car drives in India are less than 400 kilometre (km) away," he noted. Therefore, if electric cars with a real range of more than 400 km are launched, the anxiety regarding the charging points will come down, and more people will buy EVs.

Tata Motors is planning to launch the Harrier EV as well as the Curve EV in 2023.

As Tata Motors currently holds over 80 per cent of the Indian electric car market share, it possesses valuable insights into the optimal locations for placing charging points, Chandra noted.