

There is no plan to bring hybrid cars as they will need subsidies for a longer period, says Audi India head

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New Delhi

German luxury car maker Audi on Thursday said that it will not bring any plug-in hybrid cars even though there are concessions such as zero cost of registration in States like Uttar Pradesh, and will focus only on petrol and electric vehicles (EVs) for now since policies keep changing in India. Also, there should be continued support in terms of lower GST for EVs till the volumes reach an appropriate level, when the industry can sustain on its own, Balbir Singh Dhillon,

Head, Audi India, told *businessline*. Currently, the total tax incidence on hybrid vehicles is 43 per cent, which is inclusive of GST, while EVs attract a tax of around 5 per cent in India.

"We need support (subsidies) till at least the penetration reaches up to 50 per cent. Our focus is very clear because any new car or any new technology that we introduce, we have to service those cars for at least 10-15 years, and for that we need infrastructure of parts availability, maintain stock, manpower in dealerships who should be fully trained. So everything comes at a cost



Balbir Singh Dhillon, Head, Audi India

and we need to maintain it. So, for us the path is clear – petrol and electric (vehicles)," Dhillon said.

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Currently, Audi's portfolio contains 97 per cent of petrol cars and the rest from elec-

tric cars in its total sales, which it aims to reach up to 40-50 per cent by 20230.

Talking about current market scenario for luxury cars in India, he said that the festive season is expected to drive stronger growth in the second half with overall sales

expected to cross the 50,000-mark this year. It would be the highest yearly sales figure so far with the best to date being 48,500 units in 2023, Dhillon added.

Audi India launched the refreshed version of Q8 SUV starting at ₹1,17,49,000 (ex-showroom). It is marking a milestone of selling one lakh cars in 15 years, and is offering a special 100-day celebration benefit for customers including loyalty benefits on any purchase, service plans, extended warranty, Audi Genuine Accessories, Audi Genuine Merchandise and Collections, and corporate and trade-in benefits.