

MyTVS forays into EV mobility service market to tap quick-commerce growth

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The country's largest digital automotive aftermarket platform MyTVS on Monday announced entry into EV mobility service with the launch of pan-Indian 'Mobility-as-a-Service' (MaaS) to provide end-to-end vehicle management solutions to quick commerce and e-tail firms that extensively use electric two-wheelers.

Instead of owning their own vehicles, fleet operators, e-commerce and quick commerce companies will be able to avail the services of MyTVS now.

MyTVS, which is a part of the \$3 billion TVS Mobility Group, plans to add 10,000 electric two-

wheelers to its fleet by March as it takes on players like Uber and Avis. The platform brings in ecosystem partners, like original equipment manufacturers, to provide an extensive range of services under one umbrella for the entire EV fleet life cycle.

From leasing to real-time fleet management, servicing, spare parts management (supported by a digital catalogue of 180,000 SKUs), charging solutions (including portable chargers and MyTVS charging stations), telematics, roadside assistance, insurance,

and tyre management, the platform ensures seamless operations of the fleet. Additionally, the platform also offers vehicle refurbishment services to extend fleet life and efficiency.

According to the company, MyTVS, through its 'MaaS' platform, will become the destination brand for last-mile fleet operators and help them grow faster with their customers.

The 'MaaS' platform by MyTVS will offer plug-and-play solutions to accelerate the electrification of vehicles at the same time enabling them to deliver superior performance.

Additionally, this initiative will support the government's push towards faster EV adoption and green mobility.

G Srinivasa Raghavan, Managing Director, MyTVS, said: "The 'MaaS' platform is designed to meet the evolving needs of both personal mobility and fleet mobility customers, delivering efficiency and ensuring sustainability. The quick commerce companies are exploring electric vehicle fleets to optimise costs and meet their sustainability goals, and MyTVS is well-positioned to lead this transition." MyTVS has a strong pan-Indian presence with over 1,000 outlets, he added.



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