

Tata Motors PV hopeful of increased EV market share

Our Bureau
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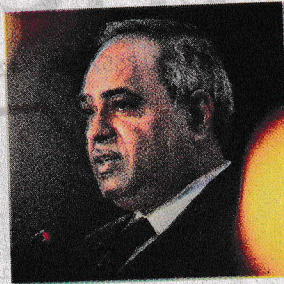
Tata Motors Passenger Vehicles (TMPV) is aiming for a 45-50 per cent 'steady-state' market share in electric vehicles (EVs), even as it is all set to launch the premium 'Avinya' next year and add three more EVs between FY27 and FY30, Managing Director Shailesh Chandra said during a media interaction.

"We think 45-50 per cent market share is achievable," said Chandra, adding that it would defend that market share in an increasingly competitive segment.

It expects to end the current quarter with a market share of 42-44 per cent.

SALES CROSS 2.5 LAKH

Sales of EVs in the Tata Motors passenger car portfolio have crossed the 2.5 lakh mark, taking seven years. Chandra said the next 2.5 lakh vehicles will take a much shorter time.



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SHAILESH CHANDRA

Managing Director,
Tata Motors Passenger Vehicles

TMPV is also planning to invest ₹16,000-18,000 crore in the electric mobility segment, ramping up the EV infrastructure, product portfolio and architecture.

Its EV portfolio comprises the best-selling Nexon EV, Tiago EV, Harrier EV and Punch EV.