

Tata Motors plans ₹18K-cr push for EV biz

● Carmaker gears
up to roll out five
new EVs by 2030

AKBAR MERCHANT
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TATA MOTORS IS stepping up investments and expanding its electric vehicle (EV) portfolio as it looks to retain a dominant 45-50% share of the EV passenger vehicle market over the rest of the decade.

The automaker on Tuesday said it will invest ₹16,000-18,000 crore in its EV business by FY30 and roll out five new electric models by the end of the decade, including premium offerings under the Avinya brand. The investments will span new products, EV-specific platforms and a significant expansion of charging infrastructure, as competition in the segment intensifies and adoption begins to broaden beyond early urban buyers.

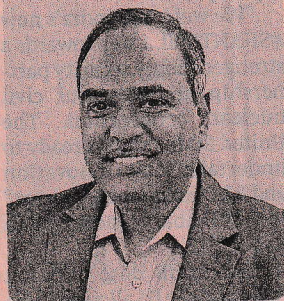
"As EV adoption accelerates, our commitment remains clear: to mainstream electric mobility by making it accessible across segments, strengthening the ecosystem, and investing in India-first technology and localisation," Shailesh Chandra, MD & CEO, Tata Motors Passenger Vehicles, said at a media briefing. "This is how we will continue to lead India's growing EV market."

Tata Motors currently has the country's widest EV portfolio for personal mobility, spanning Tiago.ev, Punch.ev, Nexon.ev, Curvv.ev and Harrier.ev, along with the XPRES-T EV for fleet operators. EVs now account for around 17% of its overall passenger vehicle sales, Chandra said, adding that the cumulative EV sales have crossed 250,000 units.

The company plans to introduce the Sierra.ev and a refreshed version of the Punch.ev in 2026. By the end of that year, it will also launch the

SHAILESH CHANDRA,
MD & CEO, TATA MOTORS
PASSENGER VEHICLES

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first models under the Avinya premium EV range, starting with a sport utility vehicle. "By FY30, we will bring five new EV nameplates, including Sierra and Avinya, along with multiple updates and refreshes for existing models," Chandra said. Tata Motors will also set up a dedicated retail channel for the Avinya brand.

Alongside new models, the company is doubling down on ecosystem investments to widen EV adoption. Tata Motors said the planned capex includes scaling up charging infrastructure to more than one million points over time, in partnership with group companies and other stakeholders. "To support all the product and mainstreaming actions, we have announced a capex commitment of ₹16,000 to ₹18,000 crore by FY30," Chandra said, adding that this would help strengthen leadership and expand the EV portfolio.