



Mercedes-Benz India MD and CEO Martin Schwenk at the launch of Mercedes-AMG EQS 53 4MATIC+, on Wednesday. He announced the launch of two more models over the next four months PHOTO: PTI

Mercedes India expects 25% of its sales to be electric by 2025

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The race to make it big in electric among the luxury carmakers in India is hotting up. Mercedes India on Wednesday upped the ante by launching its second electric car model AMG EQS 53 4MATIC+, and announcing the launch of two more over the next four months.

While the AMG version will be imported, Mercedes will start local assembly with the EQS 580 from next month, and will follow it up with the 7-seater EQB in the fourth quarter of the year.

This is in line with the strategy of the German luxury carmaker, which expects a fourth of its total sales in India coming from the electric vehicle segment by 2025.

Priced upwards of ₹2.45 crore (all-India ex-showroom) the deliveries of the EQS AMG 56 that will be imported into the country will commence next month.

Mercedes' global EV portfolio has expanded

to seven from one model and will go up to 15 by the middle of the decade, Martin Schwenk, managing director and chief executive officer, Mercedes India, told *Business Standard*.

Back home in India, the awareness among the buyers has gone up. "The EQC being a coupe was more of a niche product, the AMG EQS 53 offers a greater usability," he said.

The AMG EQS is a top-end all-electric luxury saloon built on a dedicated modular architecture. It can accelerate from 0-100 km/hr in 3.4 seconds, with a battery charge level of at least 75 per cent. The car can achieve a top speed of 250 km/hour. It has a range of 529–586 km on a single charge under standard conditions, the company claimed.

In order to support the electrification journey, Mercedes-Benz India will set up 140 fast charging stations by the end of this calendar year — the largest infrastructure network by any carmaker in the country, investing over ₹15 crore towards this end, along with its franchise partner.