

**THERE'S A NEW CO IN TOWN** Chinese auto co plans to assemble vehicles near Chennai and may also set up a local plant

# EV Maker BYD Plans to Drive into India this Festive Season

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**Mumbai:** Chinese electric vehicle maker BYD plans to enter India's mainstream electric passenger vehicle market with an SUV in the upcoming festive season. The Warren Buffett-backed company, which overtook Tesla this year as the top EV maker by volume, will assemble the vehicle at Sriperumbudur near Chennai.

BYD will participate at the Delhi Auto Expo in 2023, demonstrating the seriousness of its India ambition. In the next two years, it plans to sell 10,000 assembled vehicles in India as well as explore setting up of a local manufacturing facility.

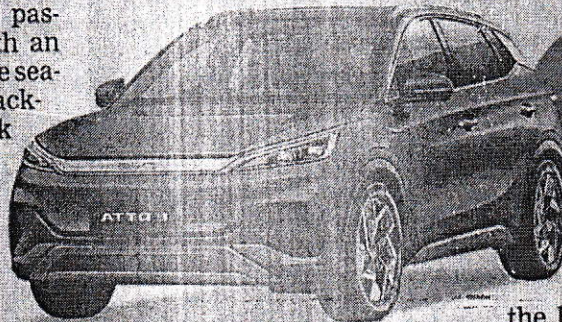
At the auto show, it plans to display a wide range of products, including hatchbacks, sedans, and SUVs, as well as the Blade battery technology, which offers a range of 450-500 kms.

According to Sanjay Gopalakrishnan, senior vice president of BYD India's electric passenger vehicle business, the company plans to enter the mainstream EV market with its Atto 3 SUV

## Charge & Drive

Atto 3 will take on Hyundai Kona EV & MG Motor's ZS EV

Eyes 10-15% of EV market by 2030



May explore local manufacturing in phase 2

BYD globally overtook Tesla in Jan-June 2022 sales

BYD sold over 6.4 lakh EVs vs Tesla's 5.64 lakh EVs in Jan-Jun, 2022

during this festive season, given the strong response to its E6 MPV which in India is targeted at corporate customers and fleet operators.

"We are getting significant traction for our vehicles in India from corporate customers. We want to expand further into the personal buyer's space with our SUVs," he said. "We are planning to showcase our vehicle architecture and battery technology at the upcoming Delhi Auto Expo, with a long-term vision of participating in the growing EV business in India."

The Atto 3 will compete with

the Hyundai Kona EV and MG Motor's ZS EV in the fast-growing EV market in India. It is expected to cost around ₹25 lakh and have a range of 450-500 kms on a single charge.

Several Chinese vehicle makers have struggled to set up manufacturing bases here due to the Indian government's extra screening of investments from the neighbouring country.

In response to a question about obtaining clearance from the Indian government to expand its business, Gopalakrishnan said the company did not require any further clearance for its existing infrastructure.