

SEPARATE FROM MG MOTOR JV, JSW MOTORS CHARTS ITS OWN ROAD, LINES UP DEALERS

JSW Motors revs up for solo debut

● Jetour T2-based plug-in hybrid SUV to be assembled at Maharashtra plant

AKBAR MERCHANT
Mumbai, February 25

JSW MOTORS HAS begun laying the groundwork for its independent entry into the passenger vehicle market, releasing a teaser of its first SUV and starting dealer appointments ahead of a planned launch in the second half of 2026.

The model, which will be sold under a new brand name, is expected to be based on Chery Automobile's Jetour T2 platform and feature a plug-in hybrid electric (PHEV) powertrain, according to industry sources. Assembly will take place at JSW's upcoming new energy vehicle plant at Chhatrapati Sambhaji Nagar in

STEEL TO STEERING

■ Launch planned for the second half of 2026

■ SUV based on Chery Jetour T2 platform

■ Will feature a plug-in hybrid (PHEV) powertrain

■ Marks JSW's first passenger vehicle under its own brand



■ Dealer onboarding and recruitment already underway

■ Separate from JSW-MG Motor India JV (35% stake)

■ JSW Motors to operate independently using tech licensing

■ High localisation planned to offset Chinese import concerns

Maharashtra, marking the group's first passenger vehicle under its own banner.

When contacted, the company declined to comment on the matter.

Dealer onboarding has started and recruitment is gathering pace, with recent job postings pointing to hiring across corporate, sales and plant-level roles. The activity indicates that JSW Motors has moved beyond planning and into execution

mode for its standalone automotive business.

The independent venture sits alongside, but separate from, JSW Group's partnership with MG Motor India, in which it holds a 35% stake. Through that joint venture, JSW has already introduced products such as the MG Comet EV and the ZS EV, and recently expanded into hybrids with the launch of the MG Hector Plus hybrid. The MG JV follows a shared own-

ership and branding model, while JSW Motors will operate independently, relying on technology licensing rather than equity partnerships.

For its own brand, JSW is understood to be working closely with Chery Automobile for vehicle platforms and key components. The first SUV, derived from the Jetour T2, will be localised and assembled in India, with the company targeting a high level of localisation from

launch to manage costs and regulatory sensitivities around Chinese imports.

The Sambhaji Nagar facility is central to JSW's automotive plans. The group has committed around \$3 billion over five years to electric and hybrid vehicles. The plant will start with an annual capacity of about 500,000 units, scalable over time, while a separate site in Odisha has been earmarked for future expansion.

JSW Motors plans to follow the PHEV SUV with a retro-styled electric SUV based on Chery's iCar platform around 2027. Separately, it has already entered commercial vehicles, securing certification from Automotive Research Association of India for a 12-metre electric bus earlier this month.

Once launched, JSW Motors would become only the third Indian-origin passenger vehicle brand after Tata Motors and Mahindra & Mahindra.