MG's EV edge challenged as BaaS goes mainstream

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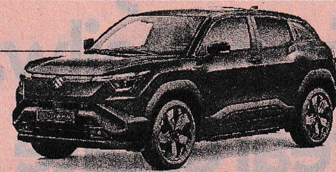
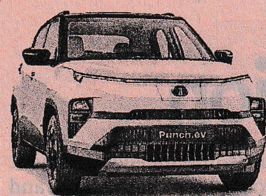
POWER PLAY

■ Tata, Maruti bring battery subscriptions to mass-market EVs





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■ Maruti's offering, priced at **₹10.99 lakh**, positions itself as a step-up option

AFTER EMERGING AS one of the largest electric passenger vehicle sellers in 2025, JSW MG Motor India is entering a more competitive phase as rivals replicate the strategy that helped it scale up early. Battery-as-a-Service (BaaS), once MG's differentiator, is now being adopted by larger incumbents, sharpening price competition and testing the durability of MG's EV lead.

Tata Motors and Maruti Suzuki India have both introduced battery subscription schemes with recent EV launches, directly targeting MG's highest-selling model, the Windsor. Tata's Punch EV under BaaS starts at ₹6.49 lakh excluding the battery, substantially below the Windsor's ₹9.99 lakh. Maruti's offering, priced at ₹10.99 lakh, positions itself as a step-up option in the compact SUV segment. Industry executives say the pricing spread could influence both value-driven and aspirational buyers.

"Both Tata and Suzuki are using BaaS to attract customers," said Som Kapoor, future of mobility leader–consulting partner at EY India Automotive. "By leveraging established models like the Punch and Vitara, they are trying to draw Windsor customers. Price-conscious buyers may lean towards the Punch, while aspirational customers could stretch for the Vitara." MG popularised BaaS in India by separating battery ownership from the vehicle, lowering upfront prices and charging customers per kilometre of usage.