

VIALE PLAY Launches two models, Activa e and QC1, in EV foray; no plans to export for now

Honda Unveils EVs, Bets On Survival Without Subsidies

Our Bureau

Bengaluru: The country's second largest two-wheeler maker Honda Motorcycle & Scooter India (HMSI), which on Wednesday joined the ranks of Hero Moto-Corp, Bajaj Auto and TVS Motor to foray into the fast-evolving electric vehicle segment with the unveiling of two new electric scooters, said it has developed the vehicles so as to sustain operations viably even if the government were to withdraw incentives currently supporting customer adoption of clean mobility.

The two models, Activa e and QC1, have localisation content of about 99% with the company sourcing even the batteries from suppliers located in the country.

"If you look at the EV market over the last five years, there have been ups and downs in terms of government subsidies (central and states) being introduced and sometimes being taken back. So there is a lot of aid, which is currently in place. But what we want to understand is that without that aid, (whether) the market really has maturity enough to sustain on its own or not. Keeping that in mind, we also have developed our product, keeping aside thoughts of any kind of subsidy. So we are trying to develop everything without any government intervention in terms of our products," Yogesh Mathur, director (sales and marketing), HMSI said.

The Centre currently extends subsidies to bridge cost disabilities in manufacturing of new-age vehicles and components through

Going Green

ACTIVA E & QC1

Have localisation content of about **99%**

Aims to produce **100,000 units** in first year of launch

Sales to be **limited only to the domestic market**

Co sources even **batteries** from suppliers in the country

No immediate plans to start **exports of EVs** from India

Honda has commenced sales of a **flex-fuel vehicle** in India



the ₹24,938-crore production linked incentive (PLI) scheme announced for a period of five years for the automotive industry. It additionally extends demand incentives for purchase of electric two-wheelers, three-wheelers and buses under the PME-Drive programme.

Honda Motorcycle & Scooter India (HMSI), which is one of the last legacy two-wheeler makers to enter the e-mobility segment, declined to specify the proportion of sales it is expecting from EVs. HMSI chief executive Tsutomu Otani informed, the company has made provisions for producing 100,000 units of these two vehicles in the first year of launch. Sales, though, will be limited only to the domestic market. HMSI does not have any plans immediately to commence exports of EVs out of India.

Otani said while electric vehicles are important for achieving carbon neutrality long-term.