

# Honda to set up dedicated e-motorcycle plant by 2028

**FINE BALANCE.** Facility to ensure ownership cost aligns with internal combustion models

**S Ronendra Singh**  
New Delhi

Japanese auto major Honda Motor on Tuesday said it will begin operating a dedicated electric motorcycle production plant in India by 2028. The plant will produce a wide variety of electric two-wheelers by combining modules that are common for multiple models.

However, the company did not mention where the new plant will come up or how much it will invest.

"Honda is striving to sell its electric motorcycle models in the price range where the total cost of ownership (TCO) for three years will be equivalent to that of internal combustion engine (ICE) models. To achieve this target, Honda will begin operating a dedicated electric motorcycle production plant in India in 2028," Minoru Kato, Executive Officer and Chief Officer, Motorcycle and Power Products Operations Head, Motorcycle Business Unit, Honda Motor Company, told reporters in a global address.

The company is expected to produce at least eight models of electric scooters

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**MINORU KATO,**  
Chief Officer, Motorcycle Business Unit, Honda Motor Company



and motorcycles from this new facility.

"Additionally, for batteries, the core component of electric models, Honda has been working with battery manufacturers to establish specifications suited to the characteristics of motorcycles and ensure stable procurement," Kato said.

#### **SUBSIDY POLICIES**

He added that due to the support of subsidy policies in India and new models offered by new players, about one million demands are created in the electric two-wheeler sector, which account for 5 per cent of the total market.

"Honda global motorcycle unit sales are expected to reach 20.2 million units, which is around 40 per cent of global motorcycle sales.

The Asian market, including India, Indonesia, Thailand and Vietnam, accounts for 85 per cent of global unit sales (17.17 million units), and the Japan, Europe and US markets account for 6 per cent (1.2 million units). In calendar year 2024, Honda motorcycle sales set an all-time record in 37 countries and territories," Kato mentioned.

Going forward, the company will continue to launch models, improve their commercial appeal, and try to satisfy customers. In the long run, it aims at a nearly 50 per cent market share globally, including EVs.

He further said that to ensure customers can use their products with peace of mind, its subsidiary Honda Motorcycle & Scooter India

(HMSI) will leverage its sales network of 6,000 outlets across India.

"This will enable us to provide comprehensive service and power supply coverage across the country, also for upcoming vehicles equipped with fixed batteries. We will address concerns about running out of battery power by utilising our extensive network to expand the charging infrastructure across the country," Kato added.

Honda has been strategically proceeding with plans to introduce 30 electric models globally by 2030, aiming to increase its global annual sales of electric motorcycles to 4 million units by 2030.

Honda positioned 2024 as the first year of electric globalisation and made a full-fledged entry into the market. In November, the company announced two electric motorcycles designed exclusively for India: Activa e, powered by two units of Honda Mobile Power Pack e, and the QC1 powered by a fixed battery. Of the 30 models targeted for introduction by 2030 globally, Honda has already introduced 13 models, making steady progress with the plan.