

Iconic Kinetic returns in electric avatar, bets big on EV scooter market

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Kinetic, an iconic brand synonymous with the nation's first gearless scooter, has re-entered the market in an electric avatar, launching two variants: the DX and DX+. Priced at ₹1,11,500 and ₹1,17,500 (ex-showroom Pune) respectively, these electric vehicles (EVs) aim to recapture the legacy of the original Kinetic, a beloved family vehicle from the 1980s through the early 2000s.

The electric models maintain the brand's core identity with a robust metal body and spacious floorboard. They are powered by an LFP (lithium iron phosphate) battery with a 2.6 kWh maximum capacity.

The company said this battery, manufactured by Kinetic's own Range-X, offers a significantly longer lifespan of 2,500 to 3,500+ cycles, up to four times more than scooters in India powered by NMC (nickel manganese cobalt) batteries. The Pune-based firm said



Ajinkya Firodia, Vice-Chairman and MD of Kinetic India, at the launch event on Monday

that the new EVs boast an estimated range of 116 km on a single charge.

Speaking to *businessline* on the sidelines of the launch, Ajinkya Firodia, Vice-Chairman and Managing Director of Kinetic India, expressed confidence in achieving a 6-8 per cent market share within the next three years. He believes this goal is "easily achievable", given the current market landscape dominated by only five or six top players. Firodia also announced an investment of approximately ₹200 crore for marketing and facility expansion.

Firodia elaborated on the

burgeoning EV scooter market: "The market has grown really in favour of scooters (EV) because the price difference between a petrol scooter and electric scooter is not much — maybe around ₹20,000, and is recovered by the customer within two years... Because of this, the scooter market has really gone up, yet the penetration is only 9 per cent... So you can understand the potential as people convert from petrol to EV."

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The company aims to reach a sales milestone of 1.5 lakh units in the next three to four years, which will necessitate expanding dealership network to about 300 outlets. Currently, Kinetic has partnered with 20 dealers, a number projected to increase to 160 within the next year.

Bookings for the new Kinetic EVs are presently capped at 35,000 units, with deliveries scheduled to commence in September. Firodia said Kinetic plans to produce around 40,000 units by August 2026.