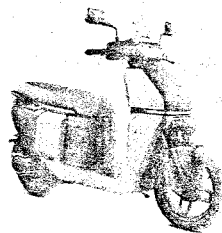


TVS expands EV line with Orbiter, starting at ₹99,900

Our Bureau
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TVS Orbiter

Strengthening its presence in the electric scooter segment, TVS Motor Company on Thursday launched its latest electric offering TVS Orbiter. This marks the first launch after Sudarshan Venu assumed leadership of the company on August 25. With an industry-first 14-inch front wheel, Orbiter is priced at ₹99,900 (ex-showroom Bengaluru, and inclusive of PM E-Drive scheme).

India's largest electric two-wheeler company has spent ₹125 crore on the new platform, said Gaurav Gupta, President, India 2W Business, TVS Motor Company. "We expect that the new product along with iQube will help the company strengthen its leadership position in the 2W-EV," he added without giving any data on the sales volume.

According to a company release, the TVS Orbiter is designed to redefine everyday commute. It boasts several segment-first features such as a 158 km IDC range, cruise control, 34-litre boot space, hill hold assist, and advanced connected features.

The scooter has features like the connected mobile app, front LED headlamp with visor, and a coloured LCD cluster with incoming call display, elevating customer delight and convenience. Powered by 3.1 kWh battery and engineered for improved aerodynamic efficiency, the Orbiter delivers extended range with stable, efficient performance.

Gaurav Gupta said, "With TVS Orbiter, we are expanding our EV ecosystem and accelerating the adoption of electric mobility. We remain committed to strengthening our global presence, and offering solutions that contribute to a cleaner, sustainable, and smarter future."

According to Aniruddha

Haldar, Senior Vice President — Head Commuter & EV Business and Head Corporate Brand & Media, "We are committed to consolidating our leadership in the EV space. The TVS Orbiter represents our next step in redefining urban commuting. It combines everyday practicality with advanced technology, enhanced aerodynamic efficiency, spacious comfort, and segment-first features."

The vehicle comes with 169 mm ground clearance, LED headlamp with integrated indicators, edge-to-edge combination lamps and a USB charging port.

GLOBAL MARKETS

Gupta told newsmen the new vehicle is not only for the Indian market but also for global markets. He did not reveal the potential global markets.

Gupta said the company has been making its own battery packs, motors for certain categories, and some controllers. "We have learned significantly from our 600,000 iQube customers, who have collectively travelled 30 billion km. All this learning has helped us bring those technologies to this product. We continue consolidating on this journey," he added.

On rare earth magnets, Gupta said options are lower rare earth magnets and alternate geographies. "We are all working among those same options in addition to higher rare earth magnets," he said.