

TATA **ev** **250k—**
& **beyond**

Shailesh Chandra



where we started in 2018 —



No credible
mass-market EVs



Low range products
under 110km range



EV prices at 2x of
ICE counterparts



Lack of charging
infrastructure



No confidence across
OEMs, customers, or
ecosystem

imperatives were clear —

Climate Change:

Mobility accounted for **18-20% of greenhouse emissions** across India

Air Pollution:

14 out of world's 20 most polluted cities were in India

Energy Security:

We depended on imports for **75% of our oil**

Tata Group's bold holistic bet —

Building an EV ecosystem from scratch with Tata Group companies

TATA MOTORS
Connecting Aspirations

TATA AUTOCOMP

TATA Motorsfinance
driven by trust

TATA
uniEVerse

TATA POWER

TATA ELXSI

tcs

addressing barriers for early adopters —

Barriers to be addressed

200km real world range

Price differential vs. ICE **under 25%**

Simple, reliable & **assured home charging**

Genuine **warranty** confidence

Early Adopters



Nexon EV — India's 1st mainstream EV



journey of India's most popular EV —



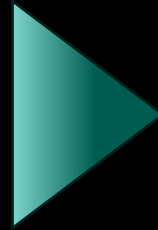
Nexon EV 2020

230km range*

8yr/1.6L km
battery
warranty

Attractive
pricing

Sales of 300/month



NEXON.ev 2025

375km range*

Lifetime battery
warranty

Price Parity
with ICE

Sales of 3000/month

———— **10x** ———→



*C75 Range

celebrating

100000

Nexon.ev



democratizing EVs with India's widest portfolio —



busting myths on EVs —



Capability Showcase



K2K EV Drive

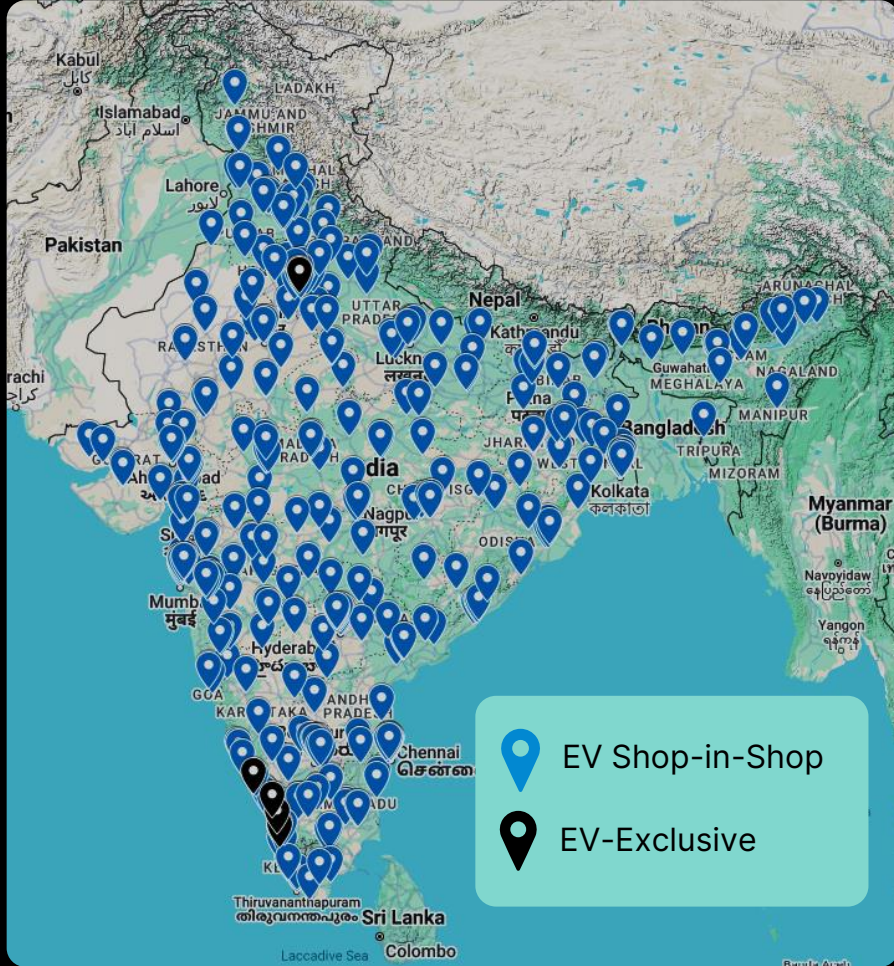


Go.ev Campaign



Elephant Rock Challenge

creating a market for EVs —



Expanding sales & service reach

1200 sales outlets

1000+ cities & towns with Tata.ev owners

17% EV sales penetration

5000+ trained EV technicians

localization of EV value chain —

Localization Ecosystem

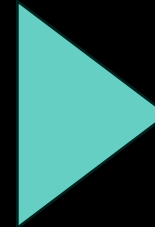
TATA AUTOCOMP SYSTEMS
Enabling Mobility Solutions



• **A P T I V** •



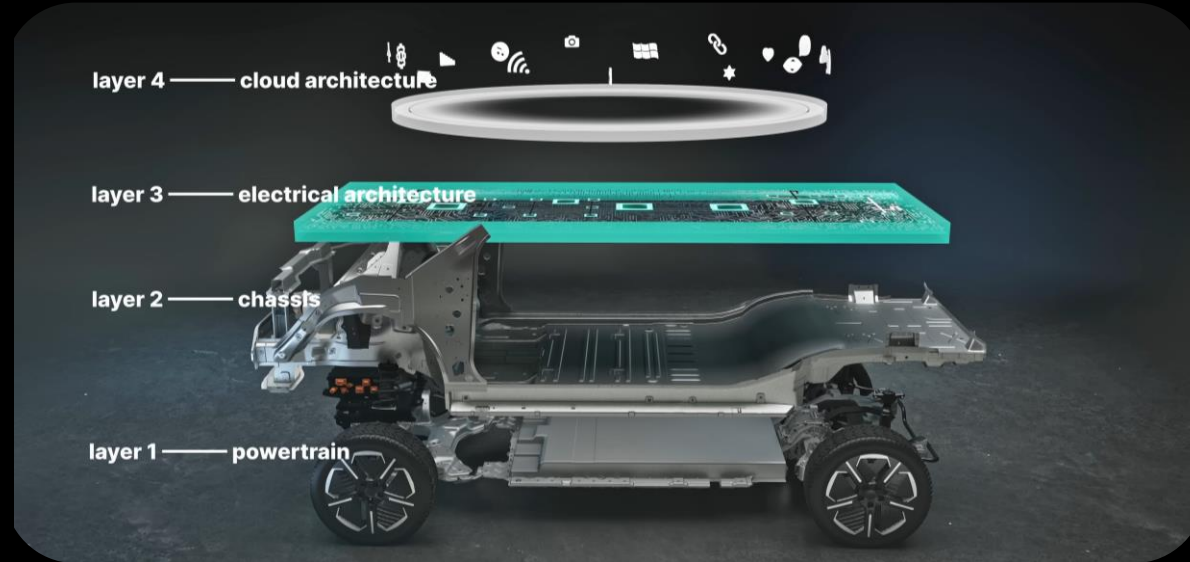
BOSCH



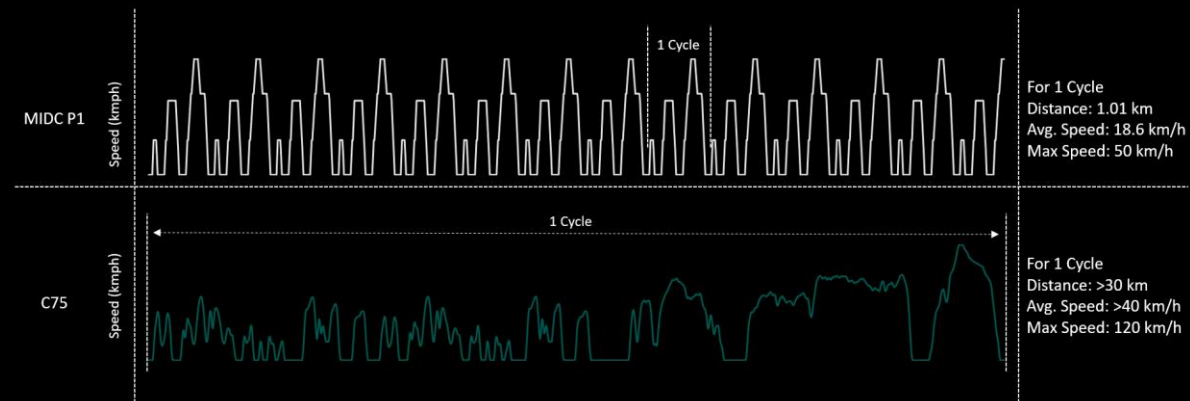
50%+

**Domestic Value Addition
across Portfolio**

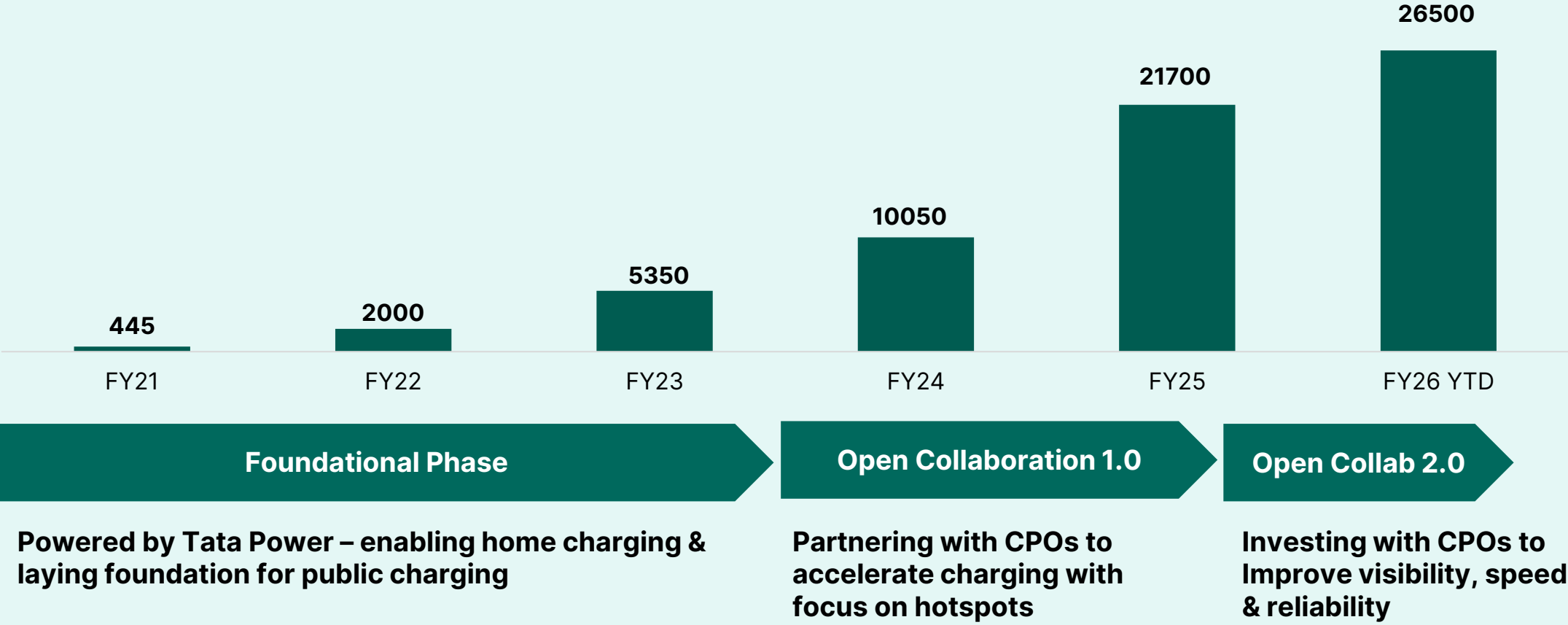
Acti.ev – India's first homegrown Pure EV architecture



India-specific innovation – incl. C75 range

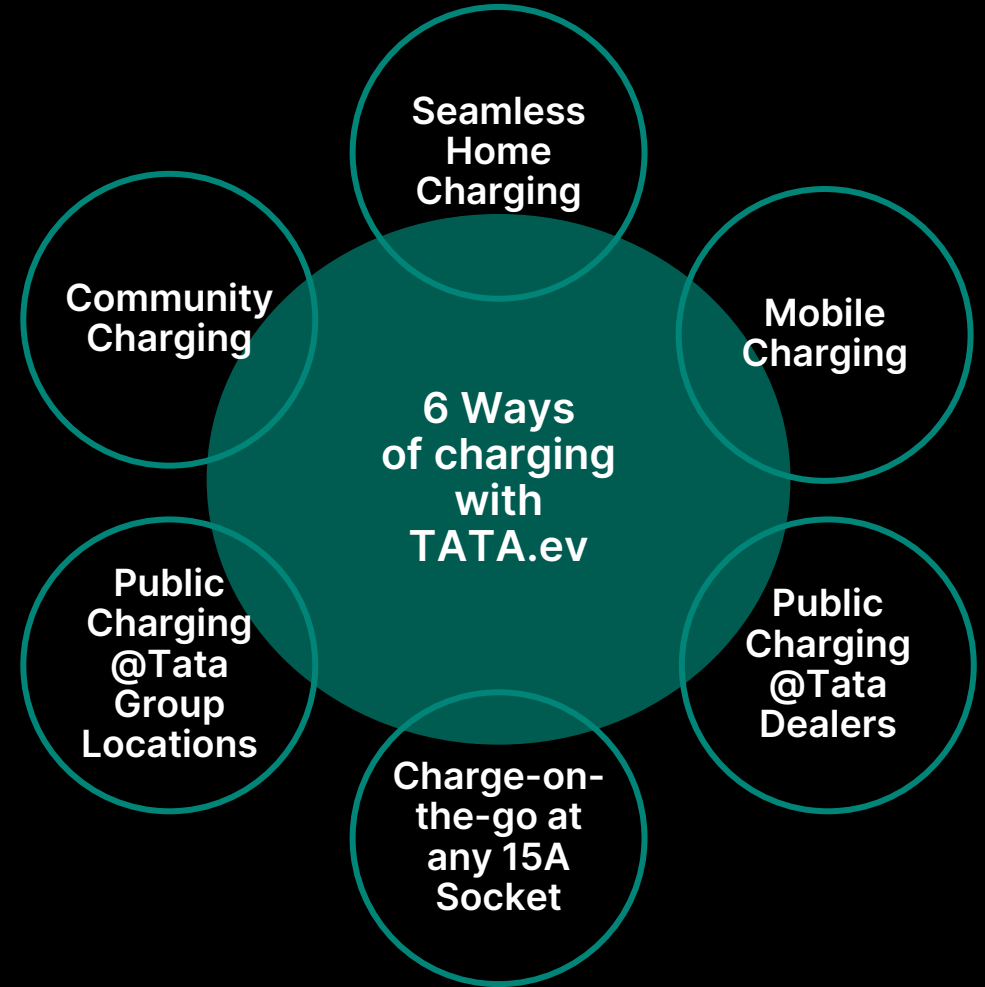


our charging journey — creating an ecosystem



charging solutions — foundational phase

Powered by Tata Power



charging solutions — driving scale

Open Collaboration 1.0 (2023-2025)

Objectives

Developing nation-wide charging infra partnering with CPOs

Direct insights from 1bn km of EV data for installation locations

Advocacy and awareness to grow charging infrastructure

Partners

TATA POWER
EZ CHARGE

GLIDA



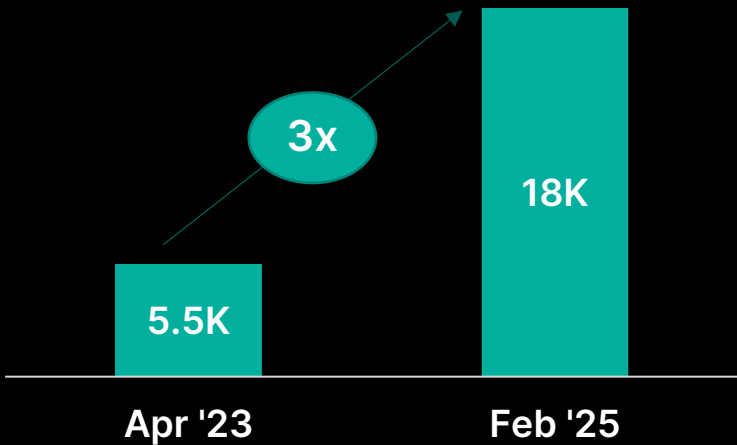
STATIQ

ZEON
CHARGING

 **CHARGEZONE®**

Outcomes

Public Charging



accelerating charging infra — for exponential EV growth

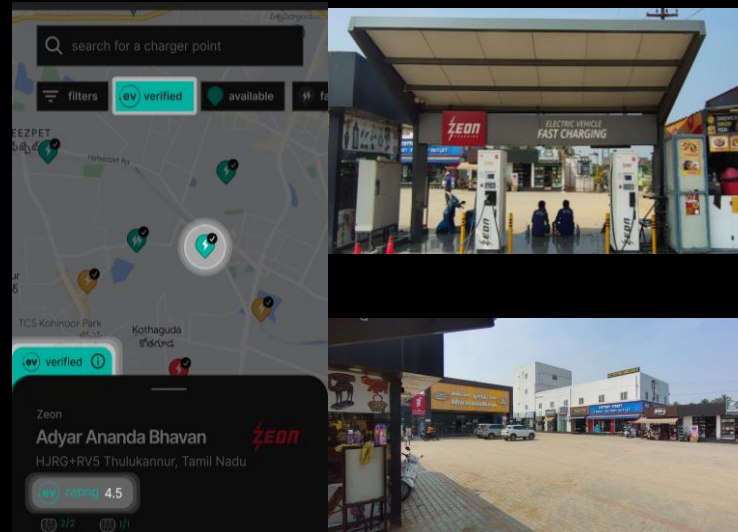
Open Collaboration 2.0 (2025-present)

TATA.ev Mega Charging Hubs



Our own high-speed charging network to support next gen EVs

TATA.ev Verified Chargers



Network of 500+ audited chargers on iRA.ev giving confidence on reliability & speed

Dedicated Charging Helpline



Charge Buddy

1800 209 8989

India's 1st Unified Charging Support
24x7 public charging & seamless home charging experience



charging
journey so
far —

2 lakh

Tata.ev home chargers

20k+

Charging ecosystem with our
partners

4k+

Community Chargers

500+

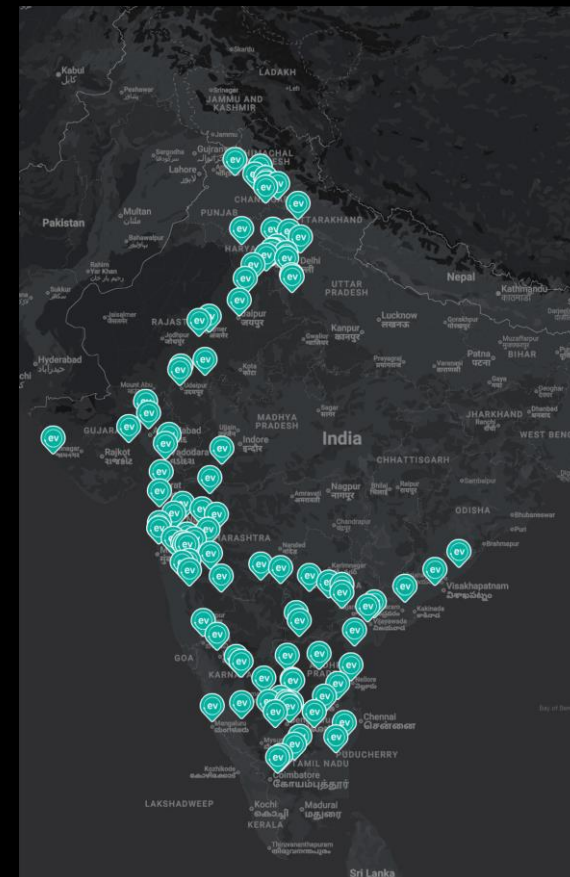
Tata.ev Verified Chargers

100 TATA.ev Mega Charging Hubs — Live



120kW+ charging speed

4 to 16 charging points per hub



**what six
years of
persistence
has
delivered
for India —**

200k+

Annual EV volumes from ~2k/year

20+

**EV models in the industry with 10
OEMs that have entered**

91%

**National Highways have public
charger coverage**

5%

EV penetration in the industry

where does Tata.ev stand today—

2.5 lakh+

EVs sold since inception –
representing 65% of Indian EV
parc

1 lakh+

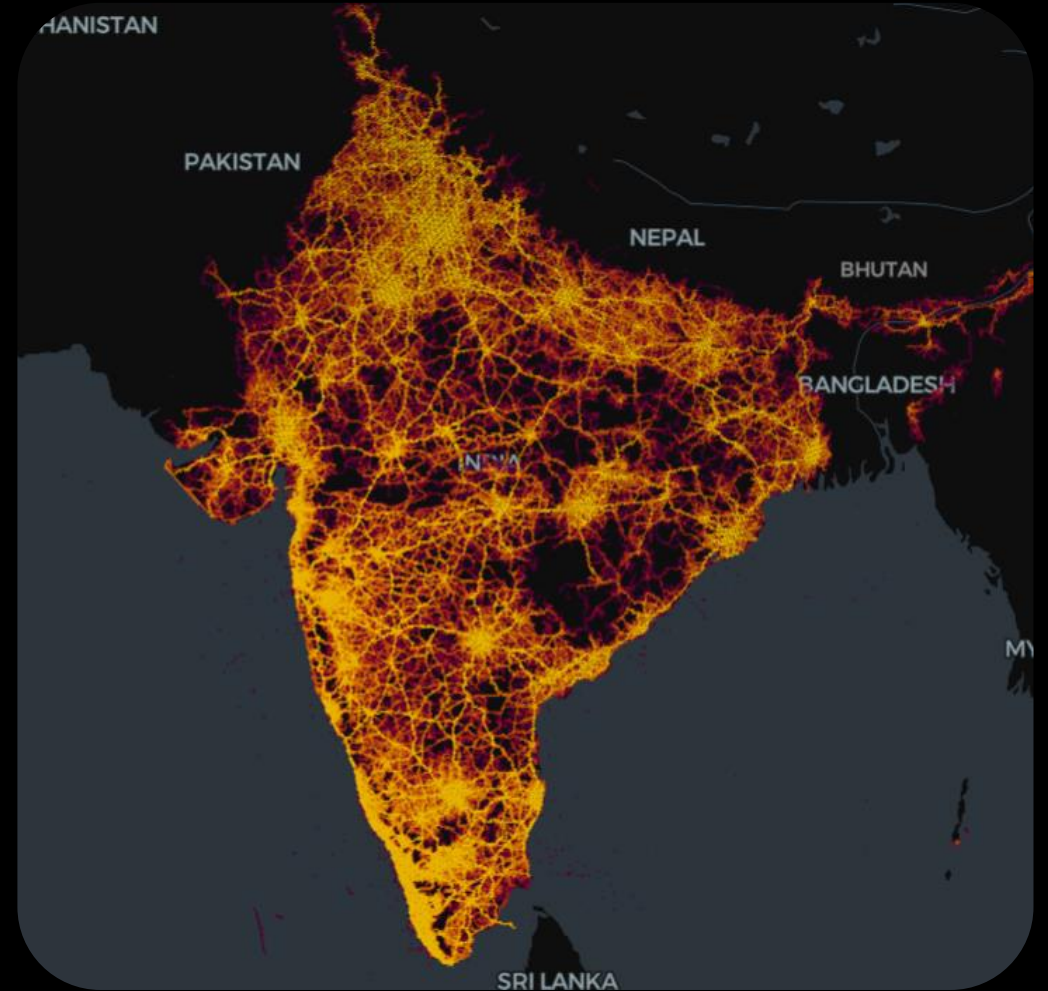
NEXON.ev sold since launch

~12 billion

kilometers driven by Tata EVs

17 lakh

tonnes of CO₂ saved – equivalent
to planting 80 million trees



our EVs in use —



26k+

Customers have covered over 1 lakh km

20k

Average km driven by customers per year

84%+

Customers use their Tata.ev as the primary car

25%+

Customers are first time car buyers

50k+

Customers have done a 400km day trip in the past year

we will continue to lead with new products —



**SIERRA.ev & PUNCH.ev
in CY26**



Avinya in end CY26



**3 additional nameplates
between FY27-FY30**

5 New EV Nameplates by FY30
(incl. SIERRA.ev & Avinya)

we will continue to build the EV ecosystem —

Charging

1 Mn Charging Points by 2030 &
100k Public Charging Points by 2030

Network

Continue to expand India's widest EV sales & service
network across Tier-2/Tier-3 cities

Investment

₹16,000–18,000 crore between FY25 and FY30 for
products, technologies & ecosystem

thank
you —

