

Green Plate EV Rally: Amritkal of EV - India's EV journey and Way forward

October 18, 2023 : Bharat Mandapam, Pragati Maidan, New Delhi

Over the last couple of years, the Indian Automobile Industry has been rapidly progressing towards Sustainable Mobility to achieve the decarbonization targets set forth by the Government of India.

One of the key pillars supporting this transition will be Electric Mobility.

India has made rapid strides in Electric Mobility enabled by a supportive policy environment facilitated by the Ministry of Heavy Industries and also proactive actions by all critical stakeholders in the ecosystem.

The Green Plate EV rally was organised by SIAM on 18th October 2023 in partnership with the Ministry of Heavy Industries at Bharat Mandapam, Pragati Maidan, New Delhi with three major objectives :

- First is to showcase the advancements made by the Indian Automotive industry in the area of Electrification. The Industry have been able to quickly develop capabilities and launch quality products that meet the customers' needs.
- Second objective being that while several steps are being taken by the OEMs and the Government to increase the penetration of electric vehicles, it is also essential to spread awareness and increase customer confidence among the customers on the excellent quality EV products available in the Indian market. The Rally will further help in exhibiting to the customers the wide product offerings available, which now extends to more than 100+ models across different vehicle segments, as well as the quality of products which match global standards.
- Finally, through this Rally, the intent was to also remove the anxiety of customers and myths around vehicle range, which can be a crucial impediment to electric vehicle adoption.

The Green Plate EV Rally was inaugurated and flagged off by Dr Mahendra Nath Pandey, Hon'ble Union Minister for Heavy Industries, Government of India as the Chief Guest. Mr Kamran Rizvi, Secretary, Ministry of Heavy Industries was the Guest of Honour.

The other eminent Guests who participated at the Inauguration and the Flag off included Mr Vinod Aggarwal, President, SIAM ; Dr. Hanif Qureshi, Joint Secretary, Ministry of Heavy Industries ; Mr. Sushant Naik, Chairman, SIAM Electric Mobility Group & Global Head – Government & Public Affairs, Tata Motors Ltd ; Ms. Suman Mishra, Co-Chairman, SIAM Electric Mobility Group & CEO, Mahindra Last Mile Mobility ; Mr. Vipin Surana, Co-Chairman, SIAM Electric Mobility Group & Vice President, Volvo Eicher Commercial Vehicles Ltd and Mr Rajesh Menon, Director General, SIAM.

A special highlight of the event was the presence of Ms. Priyanka Pilaniya, Vice-Captain of the Indian Women's Kabaddi Team. She was felicitated for her remarkable achievement in winning a gold medal at the 19th Asian Games, showcasing the potential of Indian sportspersons.

The Green Plate EV Rally brought together a diverse array of electric vehicles, with participation from 14 leading SIAM OEM members, including Ather Energy, AUDI, BMW, Hero MotoCorp, Hyundai, KIA, Mahindra & Mahindra, Mercedes, MG Motors, Piaggio, TATA Motors, TVS, VE Commercial Vehicles, and Volvo Cars.

Over 100 Electric Vehicles took part in the Green Plate EV rally, demonstrating the broad spectrum of Electric Mobility options available in the market with participation of 21 Electric Two-wheelers, 23 Electric Three-wheelers, 60 Electric Cars, 2 Electric Buses and 1 Electric Truck.

The Green Plate EV Rally covered a 15-kilometer route, beginning from Pragati Maidan, passing through ITO, DDA Asita Park U-turn, Sarai Kale Khan, and concluding back at Pragati Maidan.

The closing ceremony featured a heartening moment as participating EV Rally manufacturers were felicitated with certificates, acknowledging their contribution to the electric mobility revolution and their efforts to make India a leader in sustainable transportation.



