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EV Magazine
June-2025

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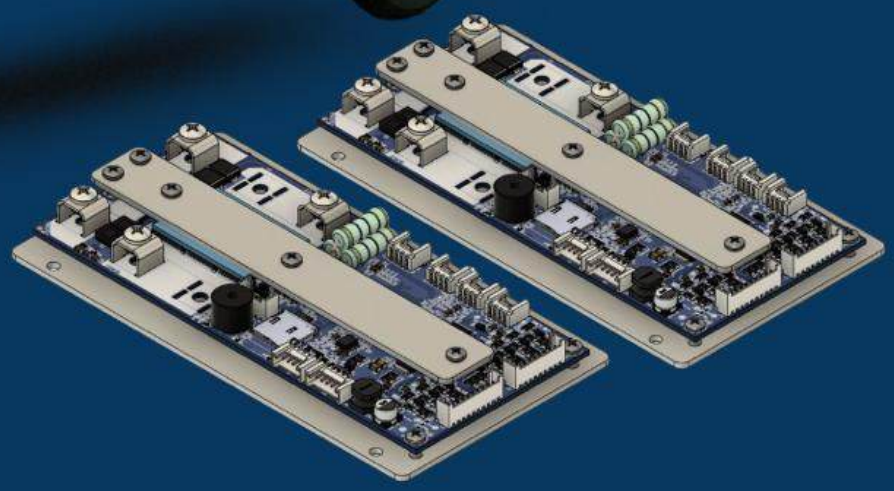

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EV Update Inside

Sales Data

- Electric 2W Sales Data (June 2025)
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EV Update Inside

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- EV Milestones
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- Who Got Funded

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Editor’s Note

Ankit Sharma
Co-founder & Chief Editor

As I reflect on this month’s journey of putting together the June edition, I feel an overwhelming sense of excitement for what’s brewing in India’s EV ecosystem.

Every passing day, we’re witnessing new milestones, bold innovations, and stories that deserve to be told —and this magazine is our small attempt to chronicle this electric revolution.

In this edition, we bring you closer to the people and ideas driving change. From the inspiring journey of our EVRockstar section to business solving EV financing challenges across Tier 2 and Tier 3 India, we’ve captured narratives that show the sheer grit behind the transition to electric mobility.

We’ve also added fresh, permanent sections to enrich your reading experience.

The EV Founders’ Garage debuts with the story of iGo Mobility—how a vision turned into action, and action into a product shaping urban commutes.

In **Grid-Makers**, we explore how My Power Experts is creating Made-in-India solutions for a rapidly growing charging landscape.

This month’s special editorial, “**Charging Without Limits**”, takes you into the world of RapidE Power and their vision for portable, grid-free EV power. It’s these kinds of innovations that excite us because they redefine what’s possible—not just in cities but in rural and remote corners of India.

At All India EV, our mission is to not just report news but to build conversations that matter. And with our new arm, **My EV Charger**, we’re doubling down on making EV charging more accessible, more visible, and more collaborative.

From onboarding manufacturers and CPOs to building India’s first multi-brand EV charger listing platform, we’re committed to making EV adoption smoother for businesses and consumers alike.

This edition is a testament to how far we’ve come—and how much further we can go together. Whether you’re an EV enthusiast, a policymaker, or someone building in this space, I hope these pages spark ideas, debates, and above all, action.

Thank you for letting us be your window into India’s EV journey. The road ahead is long, but together, we’ll keep charging forward.

Here’s to innovation, collaboration, and a cleaner tomorrow.

Ankit Sharma

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Electric 2W Sales - June 2025

TVS	25,300
BAJAJ	23,032
OLA	20,190
ATHER	14,526
Hero	7,669
GREAVES ELECTRIC MOBILITY	4,199
BGAUSS	1,952
PURE	1,429
River	1,246
REVOLT	766
KINETIC GREEN	764
LECTRIX	537
ward wizard	461
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E-Rickshaw Sales - June 2025

1	YC	3,299
2	MAYURI	1,983
3	City Life	1,606
4	उड़ान	1,025
5	Mini Metro™	1,025
6	ePanther	863
7	VB VANDE BHARAT	862
8	TERRA MOTORS	816
9	SKS Arzoo	803
10	JSA THREE WHEELERS	799
11	BADSHAH	779
12	INDO WAGEN	747
13	KHALSA ev	675
14	ZEOPLUS	659
15	SAARTHI	628
16	ele	557
17	JARGAM E RIDE	547
18	mahindra LAST MILE MOBILITY	530
19	ATUL	529
20	AAHANA eVEHICLES	517

E-3W Goods & Passenger - June 2025

3W Goods	Sales
Mahindra last Mile Mobility	452
Omega Seiki	319
Bajaj Auto	259
3EV Industries	232
Euler Motors	203
E Royce Motors	154
Piaggio Vehicles	109
Atul Auto	57
Thukral Electric	36
KLB Komaki	32
Dili Electric	30
Kinetic Green Energy	22
Altire Electric	14
Green Evolve	10
Rilox EV	8
ECO Dynamic	6
Baxy	5
Hexall Motors	5
Balan Engineerings	4
Exide Industries	4

3W Passenger	Sales
Mahindra Last Mile	6,314
Bajaj Auto	6,214
TVS Motor Company	1,649
Piaggio Vehicles	920
TI Clean Mobility	479
Omega Seiki	140
Atul Greentech	67
Atul Auto	53
Euler Motors	51
Baxy	38
Dilli Electric	36
Thukral Electric	36
EVCO Automobile	33
Khalsa Vehicles	22
MLR Auto	21
Saera Electric	21
VORC Motors	19
JMT Vehicles	13
Godawari Electric	12
Champion Polyplast	11

Electric Bus Sales-June 2025

Company	Sales
Switch Mobility	126
JBM Auto	111
Pinnacle Mobility	108
Olectra Greentech	80
PMI Electro	57
Tata Motors	34
JBM Electric Vehicles	12

Electric 4W Sales-June 2025

Company	Sales
Tata Passenger	4,691
JSW MG Motor	3,972
Mahindra Electric	2,859
Hyundai Motor India	512
BYD India	476
BMW India	214
Mahindra & Mahindra	170
PCA Automobiles	80
Mercedes Benz India	51
Mercedes Benz AG	43

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Electric Vehicle

Charging Sockets & Plugs

EV Rockstar: Mr. Paras Shah
Co-Founder & COO Kazam

Personally, I'm energised by the idea of enabling millions of Indians to not just consume electricity, but participate in the energy ecosystem, whether that's through smart charging, energy optimisation, or eventually, peer-to-peer energy trading.

- **What sparked your journey into the EV ecosystem, and how did the idea for Kazam take shape between you and your co-founders?**

It started with a growing sense that the EV ecosystem was reaching a point of no return. Around 2017–18, there was a noticeable momentum, startups were sprouting, traditional OEMs were testing electric platforms, and policies were beginning to favor cleaner mobility.

Unlike the ICE era, this time it felt like everyone was building for something, Ather was getting attention, Tesla had already reshaped global narratives, and India was starting to see its own movement.

The Paris Climate Agreement had just been signed, and it was clear to me that the future was going to be electric and green. I remember thinking, we probably have a two- or three-year window before the inflection point arrives. That thought kept coming back. It wasn't just optimism; it felt like the right time to start building.

With that clarity, I connected with my co-founders, each of us came with different strengths but a shared belief that EV infrastructure would be a core enabler. That's how the idea of Kazam began to take shape.

- **Kazam has evolved from a smart charging software provider to a broader digital infra company for EVs. How do you see your role in shaping India's EV charging narrative—especially with the introduction of UEI (Unified Energy Interface)?**

Our evolution has always been customer-first. We started by solving very specific problems around charging access, uptime, and energy management. But as we grew, we realized the challenge wasn't just at the charger level, it was systemic.

Hardware, software, and the grid needed to talk to each other, and we saw an opportunity to build that cohesive digital layer.

Since chargers are essentially IoT devices, we were able to bring intelligence into the system—giving fleet operators, utilities, and CPOs better control and insights.

That's when it became clear: we could do more. We weren't just solving for visibility, we were laying the foundation for a much broader digital infrastructure.

The introduction of UEI (Unified Energy Interface) was a natural next step. But we see UEI as part of something even larger, India Energy Stack (IES). Much like what UPI did for finance, IES is about creating a shared, open backbone for India's energy ecosystem.

Our role at Kazam is to help build and enable that layer, to bridge hardware, software, and policy, so that every stakeholder can plug into a unified system.

- **From charging station discovery to billing and remote management, what were some of the biggest challenges you faced in product development and adoption? How did you navigate them?**

Building for a new industry like EV charging meant navigating uncharted territory across the board, technology, regulation, and user behavior.

For adoption and discovery, one of the biggest challenges was ensuring the accuracy and reliability of charger location data. Public charging infrastructure was fragmented and inconsistent, chargers were often listed but not actually present or functional on-site. We had to build a ground operations team just to verify and clean this data, because for drivers, trust starts with accurate discovery.

On the remote management side, we quickly realized that many chargers, especially early ones, were prone to faults or didn't follow standard communication protocols. We built diagnostic tools to remotely detect faults and integrated directly with OEMs so that tickets could be automatically raised and resolved. This not only improved uptime but also gave operators and fleet owners visibility into performance.

Billing and payments posed regulatory hurdles. At the time, there were grey areas, was selling electricity for EVs legal? Were we a utility or a service provider?

A circular was passed in 2018 that clarified some of this, but until then, we had to make decisions in a regulatory vacuum. For example, we were one of the first to adopt the PPI (Prepaid Payment Instrument) model to facilitate compliant EV payments, balancing user convenience with legal safeguards.

nders, each of us came with different strengths but a shared belief that EV infrastructure would be a core enabler. That's how the idea of Kazam began to take shape.

Each of these challenges forced us to think like both a product company and a system integrator. In a new industry, there's no plug-and-play, you have to build the infrastructure while also stitching together stakeholders, from government to OEMs, into a working ecosystem.

- **As someone building for scale in a highly fragmented ecosystem, how do you ensure interoperability, especially with hardware from different OEMs and CPOs?**

Interoperability has always been core to our vision, because without it, scale simply isn't possible in a fragmented market like India. From day one, we positioned Kazam as an agnostic platform—hardware-agnostic, protocol-agnostic, and partner-first. That neutrality helped build trust with both OEMs and CPOs early on.

But agnosticism isn't just a philosophy, it's a lot of hard work under the hood. We built what we call a "task library", a repository of deep integrations and device protocols that we developed by spending time with each OEM's hardware, often at their factories. Every integration took 2–3 months, but we were deliberate. We didn't rush the process.

This groundwork gave us a real edge. While others were trying to standardize from the top down, we were stitching together real-world compatibility from the bottom up. Today, that task library allows us to plug into a wide range of chargers, vendors, and energy systems with minimal friction.

It's not just about speaking the same language, it's about understanding the dialects. And that's where Kazam truly stands out.

- **With EV adoption surging in Tier 2 and 3 cities, how is Kazam ensuring inclusive and accessible charging infra beyond metro markets?**

As EV adoption accelerates beyond metros, Tier 2 and 3 cities have become the real growth engine for electric mobility, especially with the rise of commercial two- and three-wheelers.

At Kazam, we've focused on building infrastructure that's not just scalable, but inclusive and rooted in local realities.

One of the first challenges we tackled was home charging safety. In smaller towns, many EV drivers still rely on informal, often unsafe setups.

To address this, we partnered with OEMs to bundle affordable, OCPP-compliant home chargers with EV purchases. Today, these chargers are installed in over 43,000 homes across 3,600 pin codes, offering reliable, safe charging access, often for the first time.

We also mapped local mobility hotspots, auto-rickshaw stands, informal fleet hubs, and market routes, where even a single charger can make a real difference. Just an extra 20% in range can enable one more trip, one more delivery, and ultimately, more income for drivers. That insight helped us prioritize deployment where it matters most.

To ensure long-term sustainability, we invested in workforce development, training electricians and young engineers in Tier 2 and 3 cities on charger installation and maintenance. This created local ownership of the infrastructure and addressed a growing skill gap in India's EV sector.

We've also built a modular, API-first Operations & Maintenance module within our Charger Management System. This allows OEMs, CPOs, and fleet operators to track, schedule, and streamline maintenance, ensuring chargers are always up and running. In EV charging, time is money, and we take that seriously.

For us, enabling EV adoption in Tier 2 and 3 cities isn't about retrofitting a metro model. It's about designing for Bharat, solutions that are accessible, dependable, and economically empowering from the ground up.

- **The Unified Energy Interface (UEI) has been generating buzz lately. What excites you most about UEI, and how does Kazam plan to contribute to and benefit from this framework?**

UEI represents a pivotal shift in how we manage and exchange energy, it's India's "UPI moment" for the power sector. While the idea of peer-to-peer energy sharing is exciting, what truly energizes us at Kazam is the potential UEI unlocks for smarter, demand-responsive energy systems.

Historically, energy has been a top-down, closed-loop infrastructure. But EVs, distributed renewables, and smart devices are fundamentally changing that equation. Managing this new complexity, where energy needs to be routed, scheduled, priced, and optimized dynamically, requires digital infrastructure that's intelligent and open. That's exactly where UEI comes in.

At Kazam, we've spent years building energy management systems that monitor, predict, and balance load, whether it's across home chargers, depots, or public networks. Our tech already helps utilities, OEMs, and fleet operators manage charging in sync with grid conditions. With UEI, this capability can now be extended at a national level, enabling real-time coordination between chargers, vehicles, and the energy grid.

We're particularly excited about the interoperability UEI brings. We've always built with openness in mind, our systems are designed to integrate with third-party hardware, software, and platforms. That positions us to be a key enabler as India builds a digital backbone for its energy future.

UEI is not just about decentralizing energy, it's about making energy programmable, responsive, and inclusive. And in five years, we believe it will redefine how India powers mobility, commerce, and homes. Kazam is building the pipes and platforms to make that future real.

- **On a personal note—building in EV is not for the faint-hearted. What keeps you going every day? Any rituals, mindsets, or lessons you live by that budding EV entrepreneurs should know?**

For me, it comes down to one word: focus.

The EV space is fast-moving, chaotic, and often uncertain. There's change from every direction, regulations changing, tech evolving, markets maturing. But what keeps me grounded is the clarity of our mission.

At Kazam, we know exactly what we're building, and more importantly, why we're building it, to build the digital ecosystem for energy infrastructure. That sense of purpose becomes the filter for everything else

When you’re solving a problem as foundational as clean mobility and energy access, it’s easy to get distracted by short-term wins or shiny ideas. But real impact comes from staying consistent, putting in the work, day after day, even when it’s not glamorous.

So if there’s one thing I’d tell aspiring EV entrepreneurs, it’s this: be obsessed with the problem, not just the hype. The EV ecosystem is still being built. There’s space for bold ideas, but only if you have the patience and persistence to see them through.

- **Today, many 3rd and 4th year engineering students are looking at EVs as a dream sector —but don't know where to begin. What are the top 2–3 things they should focus on right now to be EV-ready?**

First, understand that EVs are fundamentally an electrical and energy-driven industry. So whether you're from mechanical, electronics, or computer science, build a strong foundation in electrical systems. Even basic hands-on knowledge, like what’s taught in ITI programs or through internships in power electronics or battery systems, can give you a real edge.

Second, learn how intelligence powers EVs. From smart charging to energy analytics to vehicle telematics, a lot of systems in EVs is software-defined. Getting comfortable with IoT protocols, data interpretation, or embedded systems can take you a long way.

And ***finally,*** go deep before going wide. Don’t try to learn everything at once. Pick one area, charging infrastructure, battery tech, fleet operations, and truly understand it. That depth is what sets you apart.

- **Finally—what's next for you personally? Beyond building Kazam, what excites you about the next decade of EV evolution in India? Any dreams, projects, or ideas you're quietly working on?**

What excites me most is the opportunity to take Kazam beyond just being a charging company, and build it into a full-stack energy platform.

Personally, I’m energised by the idea of enabling millions of Indians to not just consume electricity, but participate in the energy ecosystem, whether that's through smart charging, energy optimisation, or eventually, peer-to-peer energy trading. That’s the future we see: where every EV is a node on the energy grid, and every charger is a point of intelligence.

We’ve built a strong foundation, hardware, software, services, but what comes next is even more transformative. I want to be part of shaping that future, where Kazam plays a central role in making clean, intelligent, and inclusive energy access a reality across India.

And on a personal level, staying mentally and physically grounded is a big part of the journey, because building systems at this scale takes focus, resilience, and a deep connection to the problem we’re solving.

Powering Bharat's EV Transition: How HeyEV is Building Smarter, Data-Driven Green Financing?

Gaurav Jindal: Founder HeyEV

HeyEV is building India's next-generation green financing infrastructure—designed specifically for the electric vehicle (EV) revolution. Focused on the 3-wheeler EV segment, HeyEV merges capital, technology, and operational control into a unified platform.

At its heart lies a TechCo + FinCo structure:

- FinCo owns the lending book, allocates capital, and ensures regulatory compliance
- TechCo builds and operates the IoT stack, lending platform, and asset monitoring tools

This dual engine allows HeyEV to deploy smarter, more efficient credit in markets traditional financiers cannot serve.

The Opportunity: Electrifying Bharat at Scale

India's path to Net Zero requires over $170 billion in green financing every year, spanning mobility, energy, and infrastructure. Of this, electric mobility—particularly 3-wheeler EVs—is a major frontier.

This segment alone requires ₹70,000 crore+ annually in financing. It's:

- Highly cost-sensitive
- Rapidly electrifying
- Severely underbanked by traditional lenders

HeyEV's core focus for the next two years is solving this financing bottleneck using its integrated model.

Beyond mobility, HeyEV also plans to enter decentralised energy financing, starting with Battery Energy Storage Systems (BESS) integrated with solar. The same tech-finance stack built for EVs will unlock clean, storable power for rural and peri-urban India.

Why EV Financing Needs a Rethink?

EVs are not just vehicles—they are digital energy assets. But India's current financing infrastructure treats them like ICE (internal combustion engine) vehicles, creating structural issues:

EVs ≠ ICE Vehicles

EVs come embedded with software, sensors, and batteries. But most lenders treat them like diesel autos:

- Collections rely on physical visits and manual follow-ups
- No visibility post-disbursal
- High recovery costs, poor underwriting, and no real-time control

In contrast, smart EVs enable:

- Remote lockdown/unlock based on EMI status
- Usage-linked underwriting
- Dynamic risk management

Credit-Invisible Borrowers

Most EV buyers—e-rickshaw drivers, loaders, gig workers—are:

- New-to-credit
- Earning informally (cash jobs)
- Unable to furnish verifiable income docs

This leads to:

- 70%+ rejection rates
- High interest burdens for those who do qualify

Tech Exists, But Isn't Used

EVs often come with GPS, Battery Management Systems (BMS), SoC telemetry.
Yet none of this is connected to lending workflows. OEMs sit on siloed data, and lenders can't tap into it. The result is underwriting without insight.

Limited Asset Visibility

Even OEMs can't always assess asset quality or performance over time—making it hard for financiers to price risk or resale value.

High Distribution Costs

EV sales are dealer-driven:

- Dealers earn 20–30% margins
- Bear zero risk
- Often provide inflated invoices, fake down-payments, or poor-quality leads

This inflates CAC and raises default risk.

No Control Post-Loan

Once the EV is sold, most lenders lose all control or visibility—until an EMI is missed and recovery teams scramble.

HeyEV's Solution: Smarter, Full-Stack Green Financing

HeyEV reimagines EV financing for Tier 2/3 India. Our strategy rests on three key pillars:

✅ Hub-and-Spoke Distribution with COCO Hubs

We ditch the dealer-led model in favor of a Company-Owned, Company-Operated (COCO) + Partner Dealer model:

- COCO Hubs in major cities handle loan approvals, disbursals, servicing, and recovery
- Spoke Dealers plug into the hub digitally, with training and platform access

✅ IoT-Backed Underwriting and Risk Monitoring

Every financed EV is IoT-enabled via HeyEV's hardware stack:

- Battery health + temperature
- Live GPS location and usage
- Charging behavior and downtime

This allows:

- Usage-based underwriting
- Dynamic risk scoring during loan tenure
- Proactive detection of breakdown, misuse, or theft

✅ Automated Collections with Smart Lock Controls

HeyEV eliminates the need for door-to-door collections:

- Missed EMI? Vehicle is soft-locked remotely
- Payment made? Auto-reactivation like a phone recharge
- Digital QR codes and usage locks ensure zero manual enforcement

This dramatically lowers collection costs and default risk.

✅ TechCo + FinCo Synergy

- TechCo handles product, IoT stack, dashboards, and dealer tools
- FinCo raises and manages capital, owns the credit book, and complies with RBI norms

Together, they create a vertically integrated EV lending engine that is agile, capital-efficient, and de-risked.

Our Vision: From Roads to Rooftops

HeyEV is not just financing vehicles—we are building infrastructure for India's green transition:

- **In the near term:** enable affordable, intelligent EV credit in Tier 2/3 cities
- **In the medium term:** bring our platform to solar + battery projects, powering homes, farms, and small businesses with clean, storable energy

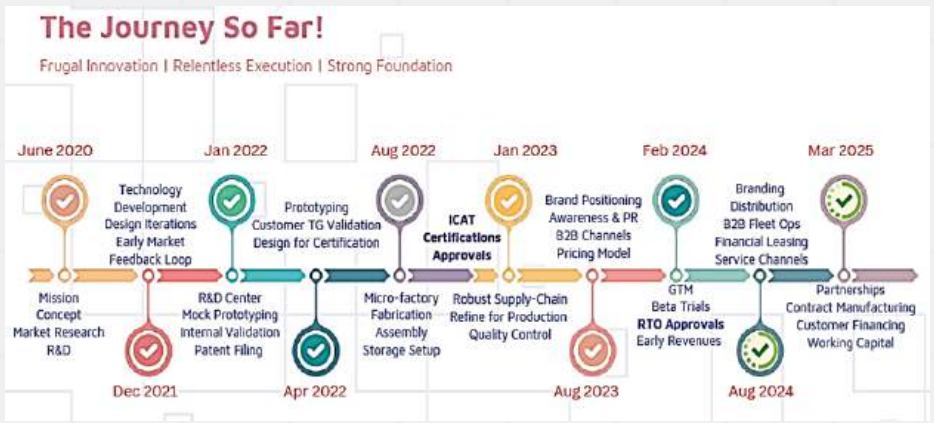
We believe that clean technology is financeable—if built with the right blend of software, operations, and capital discipline.

The iGO Mobility Story

Sravan K Appan: CEO

We have raised 1 million USD (8.2 Cr so far) from angel investors from Indian School of Business. We have a confirmed order book for INR 8 Cr.

- **Tell us the origin story of iGo Mobility. What inspired you to launch a shared electric trike platform and how has the journey evolved since the early days?**



We started with a wild vision:

Dignified mobility for the emerging world — with autonomous PRT pods.

Then the pandemic hit. It forced us to change track — but not our mission.

We could've taken the easy route.
Ridden the EV wave. Rebranded some imported CKD kits. Raised big funds. But we chose the harder path — naïve technologists that we were.

- Building new mobility innovations, not just incremental upgrades.
- Pushing for a new market, not riding existing trends.
- Creating a new category, instead of rinse-repeating models of the past.

And doing it all from India — not just for India, but for the emerging world. It's been messy. Hard. At times, thankless. But deeply rewarding. 12 Patents. World's only trike that can be ridden with a motorcycle license. Anti-topple swivelling technology.

- **With several players in the shared mobility and e2W segment, what makes iGo Mobility's business model stand out? What specific customer problems or operational gaps are you solving uniquely in the Indian EV ecosystem?**

First up, we are not in the e2W segment.

Our core competition for our base model is with low-speed eKarts and cargo loaders.

We are offering a balance of capacity and speed(70 KMPH). Even in the e2W segment
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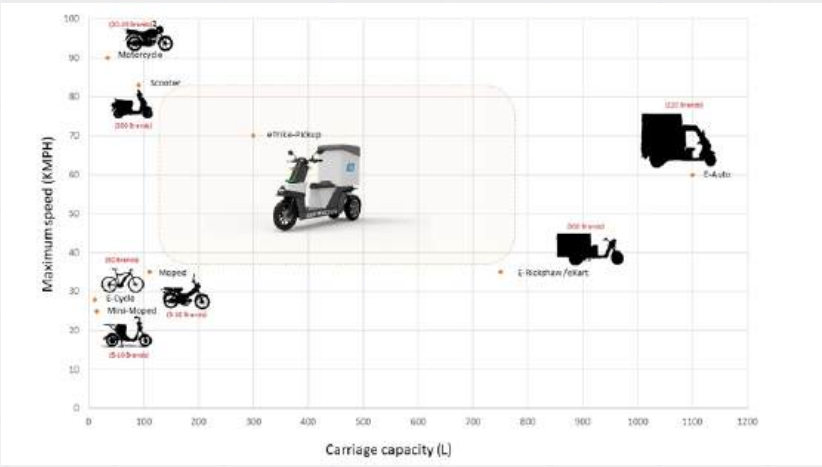


- **What's the core problem iGo Mobility is solving in India's last-mile or urban transport landscape, and how large is the total addressable market you're targeting over the next 3–5 years?**

India’s urban and rural transport landscape is riddled with challenges—gaps that iGo Mobility is determined to bridge.

On the supply side, small OEMs often lack the resources and expertise to invest in in-house R&D.

Historically, they’ve depended on Chinese CKD (Completely Knocked Down) kits to assemble vehicles. iGo Mobility is building an indigenous alternative, enabling OEMs to design and deliver smarter electric vehicles faster and more cost-effectively, while supporting local manufacturing ecosystems.

On the demand side, iGo is addressing critical issues of safety, comfort, accessibility, and stability in small vehicles:

✅ Women and elderly riders who find balancing traditional two-wheelers challenging gain confidence with iGo’s anti-topple technology.

✅ Rural utility users, who rely on vehicles for their livelihoods, are caught between low-cost mopeds (₹70,000) and high-cost three-wheelers (₹3.5 lakh). iGo fills this affordability gap with innovative solutions.

✅ Small families seeking a safer, more comfortable option than two-wheelers, but for whom even entry-level electric cars (starting at ₹7 lakh) are out of reach, now have an alternative.

✅ Upper-middle-class households looking for a compact, aspirational second car can opt for iGo’s futuristic trikes.

✅ Even in emergency response, iGo vehicles offer potential as first responder units, drastically reducing the typical 25–30 minute ambulance response time.

By targeting these segments, iGo is unlocking a multi-billion rupee addressable market over the next 3–5 years while redefining urban and last-mile mobility for India and beyond.

- **How is your business model structured — B2B, B2C, or a hybrid? What do your current unit economics look like in terms of CAC, LTV, breakeven timeline, and monthly burn rate?**

We are just not another OEM. We are here to democratize the OEM space.

We have a couple of inhouse brands and more licensing of our tech. Eg. Samsung AmoLED tech and Google playstore.

- **Could you share your current scale and traction — number of vehicles deployed, monthly active users or rides/orders, fleet utilization rate, and cities you're operational in?**

30 vehicles deployed.. Bangalore and Hyderabad.

Most important metrics for us – Number of shipments in each order/trip and the day—because more shipments means more money for users. They work for 10-12 hours a day. Every minute counts.

Higher Capacity + high speed for faster turnaround time.

Goods protection from theft, vandalism and weather rain or shine. We have temperature controlled storage options

Our core target user is rural utility rider

- **Where does iGo Mobility currently stand in terms of fundraising? Have you raised capital already — if yes, how much, from whom, and what is your current valuation or funding stage?**

We have raised 1 million USD (8.2 Cr so far) from angel investors from Indian School of Business. We have a confirmed order book for INR 8 Cr.

And we are all set to raise our seed investment of 2 million USD

Team myPowerExperts

An interaction with Mr. Chetan Khandelwal

Looking ahead, we are on track to launch our portable chargers that can be kept inside EV cars for emergencies. This will enable users to charge their vehicles anywhere and anytime without relying on fixed infrastructure.

- **Chetan, what inspired the founding of My Power Experts, and how did the decision to focus on white-label EV charger manufacturing come into play?**

Raveesh and I met in the corporate world in 2019. Both of us had an interest in doing our own business. Together, we decided to start something in the field of IoT and Industry 4.0 which was the upcoming technology change, at that point of time wherein people wanted Predictive & Preventive maintenance of their Electrical Equipment.

So, we founded myPowerExperts in 2020 by pooling our hard-earned savings. Our vision was to build products & solutions which will accurately predict any issue in the equipment before it fails to operate.

We worked on developing smart motor sensors, smart panels, and temperature monitoring systems. These could provide predictive and preventive health analysis of the LT motors, LT Panels and HT Panels, and help companies take appropriate, timely measures.

The Temperature Monitoring System was fully developed and we deployed it in many LT & HT Panels but our efforts in this direction did not exactly scale.

The reasons were the heavy saturation in the market and the intense competition between new players.

By 2021, we had firmly decided to focus in the field of EV charging. It was a relatively new field that had a lot of room for research and innovation.

At that point in time, when someone thought about manufacturing an EV charger, over 90% of the components came from China.

The Problem Statement was very clear, Made-In-India EV Chargers were missing and also the reliability and cost effectiveness.

We initially sold the controller individually to approximately seven to eight clients and helped them build their EV chargers. Unfortunately, they could not excel in it and lacked the tech capabilities and expertise needed to make an end-to-end EV charger.

Then we decided to provide the full charger in white-label to our customers. No body else was doing this at that point of time and even today. Everybody else has their own Brand as well.

- **Can you walk us through your core offerings in the white-label space — what charger types (AC/DC), power ratings, and customization options do you currently provide to your partners?**

As on today, we are offering the below range of EV Chargers:

Non-OCPP Based RFID ON/OFF AC Chargers:

- 3.3kW LEVAC with 3-PIN Domestic / Industrial Socket
- 7.4kW, 11kW & 22kW Type 2 AC EV Charger

OCPP Based AC Chargers:

- 3.3kW LEVAC with 3-PIN Domestic / Industrial Socket
- 3x3.3kW Bharat AC Charger with 3-PIN Domestic / Industrial Socket
- 7.4kW, 11kW & 22kW Type 2 AC EV Charger
- 14kW Hybrid AC Charger with 7.4kW Type 2 & 2 no. 3 PIN Domestic / Industrial Sockets
- 15kW (2x7.4kW) Dual Gun Type 2 AC Charger

All AC Chargers in this category are IS17017 compliant and have all required protections & metering inbuilt. Moreover, they have the wi-fi as default and SIM as optional feature for connecting to the Internet.

OCPP Based DC Chargers:

- 3kW, 6kW & 12kW LEVDC Charger
- 30kW Wall-box CCS2 DC Fast Charger
- 60kW & 120kW Single Gun CCS2 DC Fast Charger
- 60kW & 120kW Dual Gun DLM CCS2 DC Fast Charger
- 30kW DC-DC Single Gun CCS2 Fast Charger
- 15kW Single Gun GB/T Fast Charger
- 30kW (15+15) Dual Gun GB/T Fast Charger

All DC Chargers in this category are IS17017 compliant and have all required protections & metering inbuilt. Moreover, they have the wi-fi, SIM & LAN as default features for connecting to the Internet.

Customization Options: All our Chargers are fully customizable in terms of feature and design to meet the customer's requirements.

As a white-label manufacturer we provide uniquely designed EV Chargers as well, as per the Customer's needs so that their charger looks totally different than others in the market which helps them build their own Brand.

- **How does your white-label model empower startups, CPOs, and OEMs in the Indian EV ecosystem? Are there specific use-cases or industries where your chargers have gained rapid adoption?**

In an Indian EV Eco-System whosoever is building a Brand needs EV Chargers in their own look and theme. Moreover, they need quick repair and service as the EV Charger is a revenue generating machine and any downtime contributes to losses.

So, to meet the above requirements, we have made our charger fully modular in design i.e. you just need to replace the faulty item and the charger is up & running. We train our customers on how to repair an EV Charger on their own and, they can procure most of the items in the charger directly from the market without depending on us.

In other words, we do not charge hefty amounts or un-necessarily high charges in the name of Spares or repair work.

Moreover, the Electronics used in the AC & DC charger is repairable due to which the After-Sales Cost is largely reduced.

So, the customers can keep some spares which they can replace in the charger on their own and send the faulty item back to us, for repair.

This way any Start-Up and/or a CPO can easily start and run their EV Charging Business with a very less dependency on us.

- **In a space crowded with imports and low-cost alternatives, how does My Power Experts differentiate itself in terms of product quality, certifications, tech stack, and after-sales support?**

Our very first USP is that we are only in B2B and not B2C i.e. we do not sell chargers on our own Brand name.

We empower our customers to build their own Brand and reduce their operating / maintenance cost. We only use best quality product available in Indian market which enables our customer to procure the item directly from the market.

Since, we are into B2B and we manufacture Chargers in bulk for many customers so we get the benefit of quantity due to which the cost comes down and hance we can compete with the low-cost charger providers in the market.

Our After-Sales Support is the best as customer is not dependent on us for the same. They are empowered to take care of the Chargers on their own, which is a unique thing.

Moreover, if there is any problem which our customer or its representative is unable to solve, then we do send our Service Person to assist.

As far as Certifications are concerned, many customers have taken NABL / i-CAT Certification in their Brand Names and they take chargers from us in their design.

So, the Product is well proven and in-line with the Standards.

- **What does the typical lifecycle of a white-label engagement look like — from design to deployment? And how flexible is your manufacturing when it comes to branding, firmware, and integration needs?**

This part is very simple, whosoever wants to enter EV Charging Business like setting up an EV Charging station, i.e. becoming a CPO (Charge Point Operator) or they want to sell/deploy chargers under their own brand name, they simply need to contact the team at myPowerExperts.

The team understands the client's requirements and suggests the exact charger type that aligns with them.

Initially the customer can take the Chargers in myPowerExperts already designed enclosures. Thereafter, once the trust is established and the customer has a hands-on experience and the know-how of the EV Chargers, they can go into quantity.

Once the quantity is assured, we assist the customer in designing their own enclosures which are exclusive and attractive. The enclosures that suit them and match their brand tone.

So, a typical lifecycle of a white-label engagement is approx. 2-3 months. As far as manufacturing is concerned, we have a 3000 sq. ft. manufacturing facility to manufacture EV Chargers wherein we can scale upto 1000 AC chargers & 100 DC Chargers a month.

All chargers have Over-The-Air Firmware Update facility. We totally assist in the Charger integration with CMS (Charging Management System). As we sell our chargers only in white-label so, we have our Chargers running successfully on more than 20 CMSs in India.

- **What challenges have you faced in building an indigenous EV charger manufacturing ecosystem — especially in sourcing components, certifications, or customer education?**

We have faced numerous challenges both on the Vendor Side and the Customer Side. From the initial days, we have been trying our best to get the Made-in-India components for our chargers which was very-very difficult.

Initially we had to use about 60% Chinese components but after regular struggle and R&D, today we use about 90% Made-in-India components in our chargers.

The Made-in-India components ensure reliability, repairability and less down time.

For the Certifications, we assist our customers to take Certifications from the designated Labs like NABL Accredited Lab, iCAT or ARAI. The Customer has to take Certifications in their Brand Name only.

Customer Education is again the most difficult part of the EV Eco-System, as the Technology & Products are new for everyone. Moreover, there are players who try to mis-lead the customers as they want to sell their low-grade or low-cost product.

So, we continuously keep educating people about the new advancements in the EV Segment so that they are able to take informed decisions in regard to their products.

- **Could you share some key partnerships, major deployments, or B2B collaborations that have helped validate your model and scale operations?**

We have supplied more than 1500 EV Chargers to the Car EV Fleet Operator which are running successfully since last 3 years.

Moreover, our DC Chargers are installed on Highways and are performing very well since last 2 years. We have our DC Charger installed in a hotel wherein they charge 24x7 and the charger is working fine since last 1 year.

So, these and many more experiences have instilled a lot of confidence and helped us validate and scale our production.

- **So, what's NEXT?**

Looking ahead, we are on track to launch our portable chargers that can be kept inside EV cars for emergencies. This will enable users to charge their vehicles anywhere and anytime without relying on fixed infrastructure.

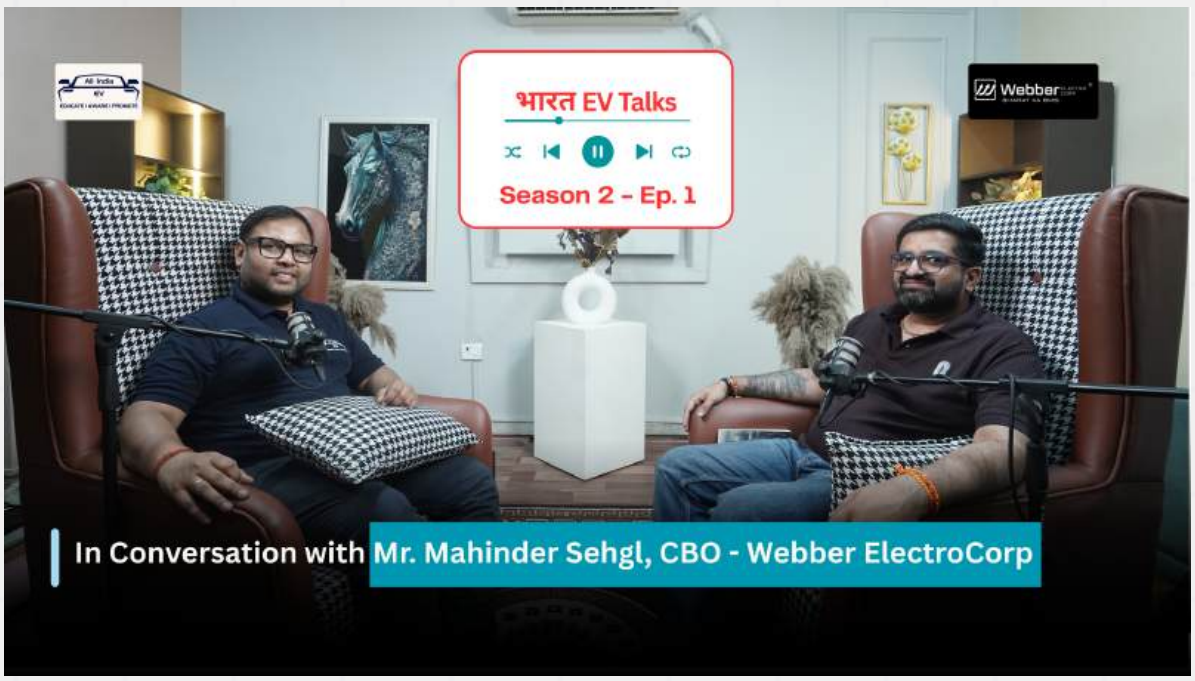
Recently, the team has also developed DC-DC EV chargers that empower users to harness renewable energy sources like solar and battery energy storage systems efficiently.

Moreover, we aim to expand our product offerings to include bi-directional charging solutions that facilitate vehicle-to-home (V2H) and vehicle-to-grid (V2G) facilities.

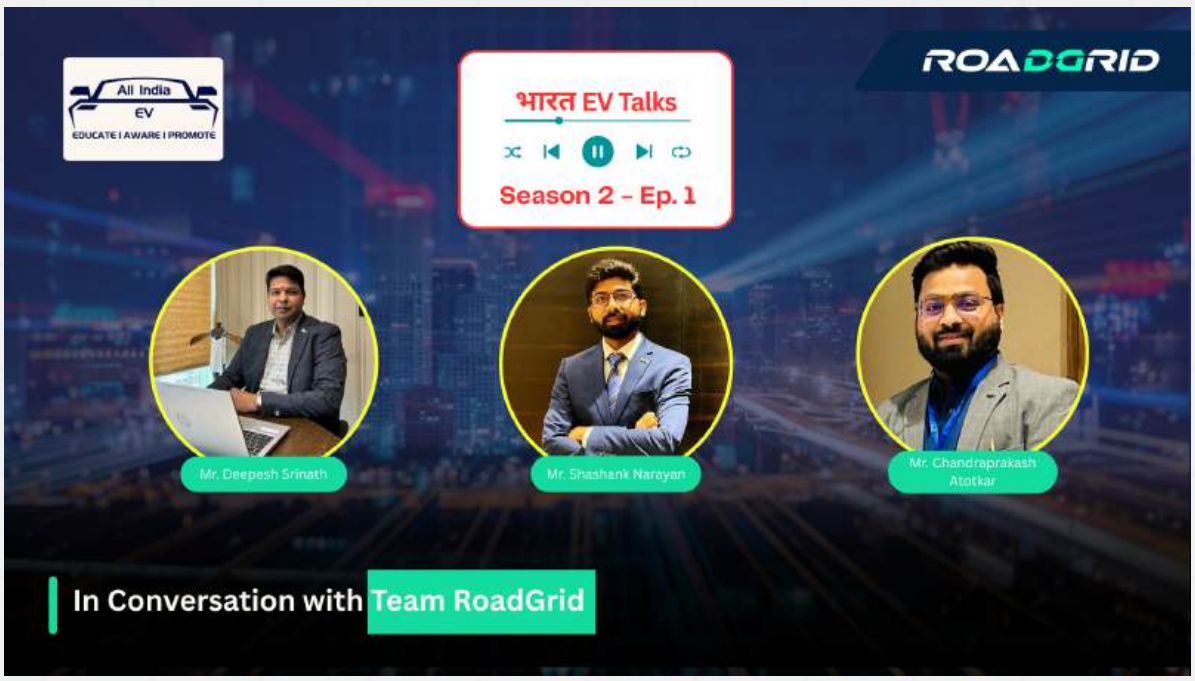
This will enable users to not only charge their vehicles but also use them as mobile energy storage units.

भारत EV Talks

Season 2



S2: Episode-1



S2: Episode-2

Grid-Free Charging: How RapidE Power's SWAC™ is Solving India's EV 2W Infrastructure Puzzle

Mr. Sambit: Founder & CEO RapidE Power

> *The unique feature of SWAC™ is that the batteries in it can be swapped, avoiding any downtime leading from transit, charging etc…*

The EV 2-wheeler charging infrastructure faces several critical challenges that are hindering widespread adoption.

Range and Battery Limitations create heavy dependence on charging points, as most electric scooters have only 60-120 km range. Unlike cars, 2-wheelers can't be easily towed when batteries die, making charging anxiety particularly acute.

Charging Speed and Access present major barriers. Many 2-wheeler users lack home charging options since they park on streets or in shared spaces.
Current charging times of 2-4 hours don't align with the quick, utilitarian nature of 2-wheeler usage.

Infrastructure Density remains inadequate. The shorter range of 2-wheelers requires much denser charging networks than cars need, demanding extensive coordination between government, private operators, and property owners to establish charging points at workplaces, shopping centers, and residential areas.

Standardization Issues fragment the market, with different manufacturers using proprietary charging connectors and protocols. This prevents universal charging compatibility and complicates infrastructure deployment.

Economic Challenges affect both sides. Infrastructure providers earn less revenue per session from 2-wheelers' lower energy consumption, making investments harder to justify.

For consumers, vehicle costs combined with charging concerns impact purchase decisions.

Urban Planning Integration requires rethinking city infrastructure to accommodate distributed charging that integrates with daily parking patterns.

Emerging solutions include battery swapping networks, workplace charging programs, and government incentives, but infrastructure growth still lags behind potential demand for electric 2-wheelers.

SWAC™ offers several promising solutions to EV 2-wheeler charging infrastructure challenges.

Flexibility and Convenience allow charging anywhere with standard electrical outlets. Users can charge their EVs at home, work, or any location. This bypasses the need for dedicated charging infrastructure in many situations.

Cost-Effective Infrastructure Alternative makes power banks attractive for areas where installing fixed charging stations is expensive or impractical. Rather than building extensive charging networks, distributors can focus on power bank availability and exchange programs.

The unique feature of SWAC™ is that the batteries in it can be swapped, avoiding any downtime leading from transit, charging etc… PEG's partnership with RapidE Power (India's 1st Delivery based Battery Swap Ecosystem) brings to the table efficient logistics and seamless electric mobility.

SWAC™ can be used for a top up, emergency charge or a full charge. These are portable power banks that can be deployed anywhere anytime with no dependency on the power grids. PEG & RapidE Power also harnesses solar energy to power its charging hubs and warehouses, thereby making it truly gridfree.

RapidE Power

Milestones

01.

India Leads the Charge! First Solar EV Station with Second-Life Batteries Goes LIVE

India has launched its first solar-powered electric vehicle (EV) charging station integrated with second-life battery storage at Galamma Circle near Kempegowda International Airport, Bengaluru.

02.

Ultraviolette Electrifies Europe India's Electric Roar Goes Global

The homegrown electric two-wheeler maker has commenced shipments of its F77 MACH 2 and F77 SuperStreet models, with an initial batch of around 100 units headed to Germany and France.

03.

$6.2 Million Boost:Kazam's Growth Just Accelerated!

Kazam, an electric mobility infrastructure startup, secured $6.2 million in funding led by the International Finance Corporation (IFC) to expand its EV charging and battery swapping solutions.

04.

50,000 Electric Revolutions! Revolt Motors hits a massive milestone

Revolt Motors achieves a key manufacturing milestone with the rollout of its 50,000th electric motorcycle. The company plans to scale production, introduce new models, and expand its presence in domestic and international markets.

05.

Charge Zone Powers Up India's Largest EV Charging Hub Arrives in Bengaluru

The charging hub comprises more than 210 charging points, including 80 DC fast chargers with 160 charging outlets, and 50 AC chargers with 50 outlets.

Joint Ventures & Partnerships


All India EV
EDUCATE | AWARE | PROMOTE
BAXY Mobility
BatterySmart
Mobility, Reimagined: BAXY Mobility Partners with Battery Smart for a Smarter India
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XPULSE
3eco
Electrifying Partnership! XPULSE Teams Up with 3eco for Nationwide EV Charging Solutions
This collaboration is a key milestone in both our mission to make clean, reliable EV infrastructure accessible and we're just getting started
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FOXCONN
HON HAI TECHNOLOGY GROUP
Elektrobit
AI
Elektrobit and Foxconn Join Forces to Power the Future of EVs with AI Software!
The partnership aims to create EV.OS as part of a larger smart EV platform, which will also include a reference electrical/electronic architecture (EV.EEA) and EV application.
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All India EV
Eastman
VB
Driving the EV Revolution: Eastman Auto Power & Vande Bharat E-Vehicles Forge ₹50 Crore Battery Deal!
Eastman will supply lithium-ion batteries worth ₹50 crore annually to power Vande Bharat's E-Rickshaws across India.
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All India EV
magenta
BOSCH
Driving the Future, Smarter! Magenta Mobility & Bosch Team Up for Electric Fleet Revolution
With a fleet of over 2,700 electric vehicles across seven cities, Magenta is gearing up for its next growth phase, with plans to scale up to 10,000 electric vehicles by 2026
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All India EV
MoU SIGNING CEREMONY
Between
NPCL
SERVOTECH EV infra
SERVOTEC
NPCL
Greater Noida Goes GREEN!
Servotech EV Infra and NPCL Join Forces to Electrify Greater Noida's Future!
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All India EV
VINFAST
VINFAST
GLOBAL ASSURE
VinFast Teams Up with Global Assure to Boost Customer Service in India!
This collaboration is designed to deliver comprehensive customer support and innovative mobility solutions across the Indian market, reinforcing VinFast's commitment to an exceptional customer experience in the rapidly growing electric vehicle segment
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All India EV
Shell
Powering India's Green Future: DGT & Shell India Launch EV & Green Skills Training
The initiative, implemented by Edunet Foundation, Shell's training partner, will be conducted across selected Industrial Training Institutes (ITIs) and National Skill Training Institutes (NSTIs) in Delhi-NCR, Gujarat, Maharashtra, Tamil Nadu, and Karnataka.
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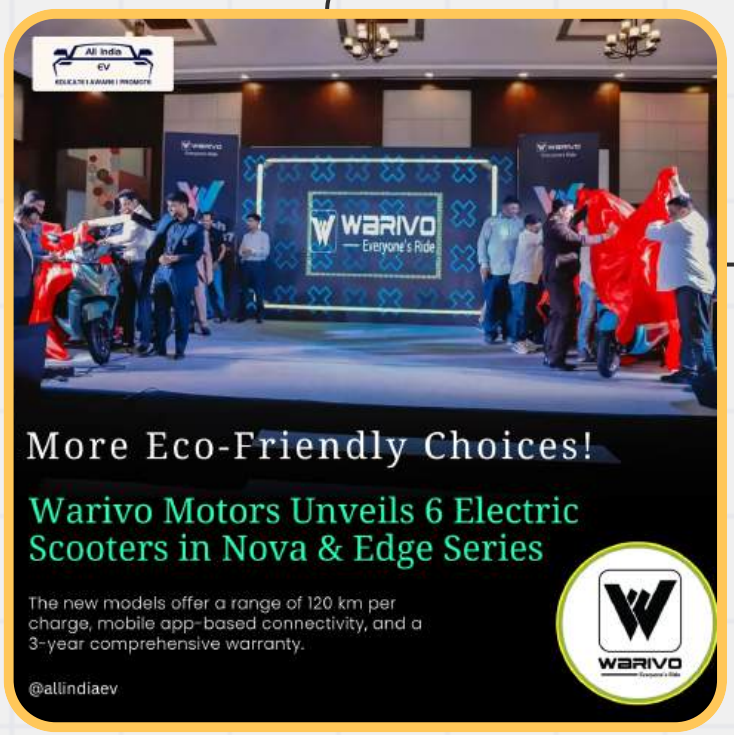
New Product Launch


WARIVO
Everyone's Ride
More Eco-Friendly Choices!
Warivo Motors Unveils 6 Electric Scooters in Nova & Edge Series
The new models offer a range of 120 km per charge, mobile app-based connectivity, and a 3-year comprehensive warranty.
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TATA ev
Tata Harrier EV RWD Starts at ₹21.49 Lakh to ₹27.49 lakh! Bookings Start July 2nd
Adventure 65: ₹21.49 lakh
Adventure S 65: ₹21.99 lakh
Fearless+ 65: ₹23.99 lakh
Fearless+ 75: ₹24.99 lakh
Empowered 75: ₹27.49 lakh
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KOMAKI
Komaki Electric Launches XR1 series
Power Up Your Ride for ONLY ₹29,999!
The XR1 offers a range of 70–80 km on a full charge and includes basic functional elements such as shock-absorbing suspension and high-grip tyres to support road stability
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emo
EMO Energy Unveils NEXO:
A Revolutionary Energy Solution for Last-Mile Delivery
NEXO will first be deployed in 100 dark stores across Bengaluru and Delhi/NCR. EMO currently operates over 6,400 battery-powered vehicles and 900 fast chargers across more than 200 dark stores nationwide.
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JM
SX SERIES
R.40
The Future Just Got a Facelift:
Jindal Mobilitric's EV Design REVEALED
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emo energy
CHARGE
EMO Energy Unveils NEXO:
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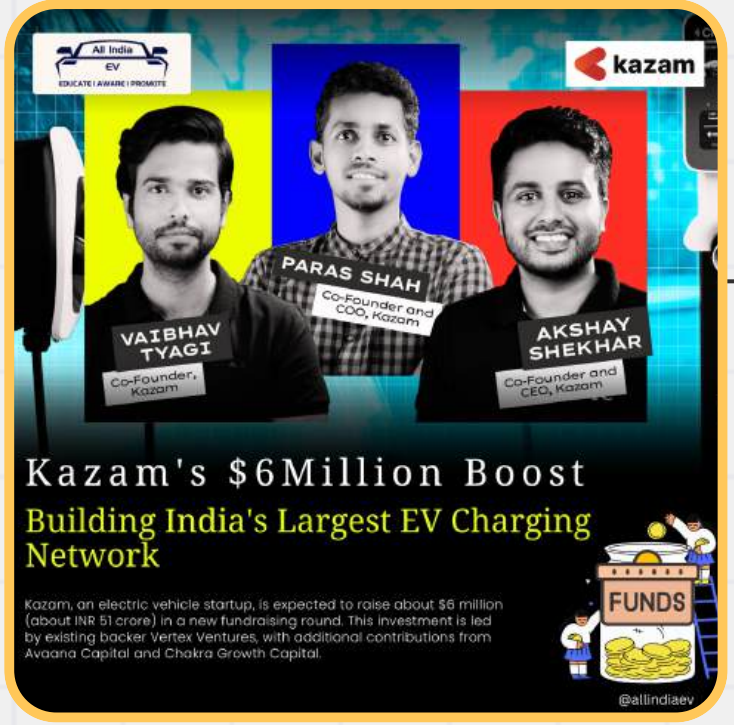
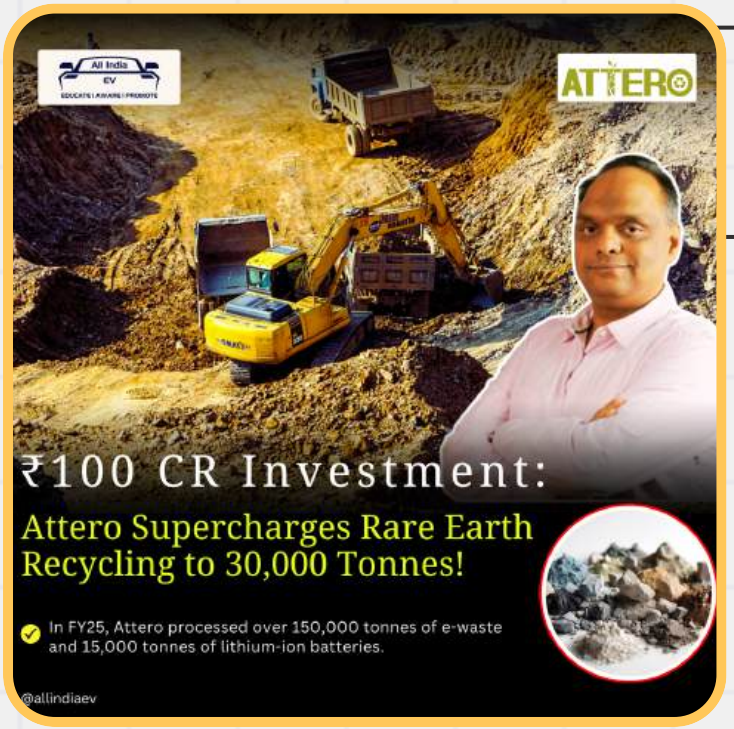
delete
impossible
Harrier.ev
Harrier EV Stealth Edition Debuts with a Stunning 622 km Range!
Tata Motors launches the Harrier EV Stealth Edition in India, offering up to 622 km range, all-wheel drive, and premium features. Prices start at Rs 28.24 lakh


Global EV Update
All India EV
EDUCATE | AWARE | PROMOTE
TVS
INDONESIA
Ride into the Future:
TVS iQube Arrives in Indonesia!

Who Got Funded?




All India EV
ATTERO
₹100 CR Investment:
Attero Supercharges Rare Earth Recycling to 30,000 Tonnes!
In FY25, Attero processed over 150,000 tonnes of e-waste and 15,000 tonnes of lithium-ion batteries.
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UNO MINDA
To help the EV market:
Uno Minda plans to build an aluminum die casting facility in Maharashtra.
The project will involve a capital expenditure of approximately ₹210 crore, to be deployed in phases over the next five years.
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kazam
All India EV
Backed by:
AVAANA
vertex
IFC
Chakra Growth Capital
$6.2 Million Boost:
Kazam's Growth Just Accelerated!
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Evera
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Evera Cabs Zooms Ahead:
Secures $4M from Mufin Green Finance to Expand Eco-Friendly EV Fleet!
Evera's B2C operations are strategically focused on airport-centric travel, with a no-cancellation and no-surge policy.
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All India EV is India’s fastest growing
EV Industry based media and market research platform.

Our objective is to give our readers a 360° view of the Indian EV industry through our content so that they can understand about the industry in a better way.

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