

➤ **“Need for rigorous marketing of battery-operated vehicles”**
‘V.Subramanian’

While the prices of crude oil has crossed US\$ 140 per barrel and vehicle population has also been increasing, the country is facing serious impact on its economy and inflation in prices of various commodities. Ministry of New and Renewable Energy through its research & development and demonstration programmes has made successful efforts for using biofuels in automobiles and stationary engines and development and production of battery-operated vehicles during past 20 years or so. Several battery-operated models of two-wheelers, three-wheelers and four-wheelers are manufactured by a number of industries. However the numbers of such vehicles are quite small in comparison to conventional fuel vehicles.

With a view to work out a conducive policy for large use of battery-operated vehicles in the country, Shri V. Subramanian, Secretary, Ministry of New and Renewable Energy, took a meeting with the major battery-operated vehicle manufacturers on 17th June, 2008 in the Ministry. The leading battery-operated vehicle manufacturers, namely, M/s Mahendra & Mahendra, M/s Bajaj Auto Limited, M/s Honda Motors, M/s Reva Electrics, M/s Electrohurps, M/s Eco Vehicles, M/s Yo-Bikes, M/s E-Bikes etc. participated in the meeting. Representatives from Society for Indian Automobile Manufacturers (SIAM) and M/s Tata Motors also attended the meeting. Shri Subramanian stressed the need of rigorous marketing and opening of dealers network in major cities for battery-operated vehicles by the manufacturers. Shri J.K.Dadoo, Secretary, Department of Environment, Delhi Government mentioned the recent step of Delhi Government for supporting 30% of battery-operated vehicles costs and procedures for availing the incentives. During the discussion, it was felt that while the running cost of battery-operated vehicles is cheaper than the petrol/diesel run vehicles, the replacement of batteries of battery-operated vehicles is quite costly. The aspects of leasing of batteries and central charging facility of batteries of battery-operated vehicles were also considered as a step-forward for promotion of battery-operated vehicles. Battery-operated vehicles manufacturers have assured all efforts by them for expanding their marketing network and creating awareness about these vehicles.