

# NEWS THIS WEEK

STORIES THIS WEEK FROM THE WORLD OF AUTOMOTIVE

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## ASHOK LEYLAND CONCLUDES 4000KMS+ 'MANZIL KA SAFAR' DRIVE WITH STALLION TRUCK AT LEH



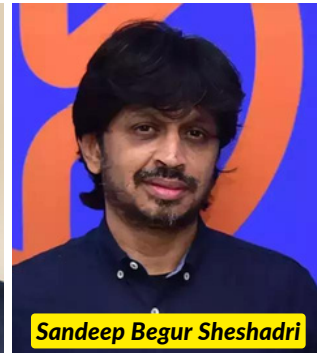
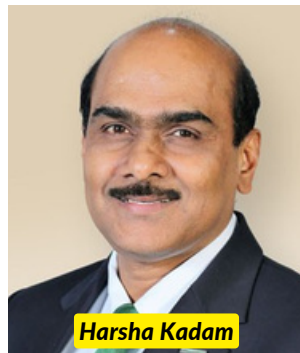
Ashok Leyland, flagship of the Hinduja Group and the largest supplier of logistics vehicles to the Indian Army has concluded the 4000kms+ drive - Manzil ka Safar in the Stallion Truck at Leh in the presence of Mr. Amandeep Singh, President LCV, International Operations, Defense & Power Solutions, Ashok Leyland; Major General Manjeet Singh Mokha, SM, Chief of Staff HQ XIV Corps; and Major General Sarabjit Singh Bakshi, SM, General Officer Commanding, Leh Sub Area. The drive, which covered

the complete length of India, began on July 26 from Kanyakumari to honour the Kargil Vijay Diwas and the company's 75th anniversary. The Stallion, from Ashok Leyland has been a crucial part of the Indian Army supporting the defence mobility and logistics.

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## SCHAEFFLER INDIA ACQUIRES AFTERSALES B2B E-COMMERCE PLATFORM KOOVERS

Schaeffler India Limited (announced that the Board of Directors has approved the acquisition of 100 percent of the shares of KRSV Innovative Auto Solutions Private Limited (in the following "Koovers"), a Bengaluru-based private limited company offering spare parts solutions to Indian



aftermarket workshops via a B-to-B e-commerce platform. This acquisition presents an ideal synergy for Schaeffler's future aftersales activities in India. It will be a key enabler for the aftermarket ecosystem, including distribution partners and help to play an important role in the fast growing and evolving aftermarket digital landscape. Schaeffler's Automotive Aftermarket division supplies components and holistic repair solutions for the automobile spare parts business worldwide and sees itself as an enabler of garages.

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## R. DINESH TAKES OVER AS CHAIRMAN OF TVS SUPPLY CHAIN SOLUTIONS

TVS Supply Chain Solutions Limited announced that its founder/promoter R. Dinesh (Executive Vice Chairman of the Company) has been appointed as the Executive Chairman of the Company by the honourable Board of Directors. S. Mahalingam has stepped down as Chairman after completing his tenure of two terms as Independent Director, effective 29th August, 2023.



R. Dinesh



Further, TVS SCS, announced the appointment of

K. Ananth Krishnan and Narayan K. Seshadri as additional Independent Directors on its Board. With this appointment, the new Board will have 5 Independent Directors (the other 3 being Tarun Khanna, B. Sriram and Gauri Kumar). S. Ravichandran, Non-Executive Director has resigned from the Board of the company to pursue his personal interests.

Sharing his thoughts, R. Dinesh said, "I thank our Chairman Mr. S. Mahalingam for his mentorship and guidance through his tenure at TVS SCS. TVS SCS is now at an inflection point and poised to open yet another new chapter of exponential growth in its illustrious history."

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## GULF OIL TO ACQUIRE 51% STAKE IN TIREX TRANSMISSION FOR RS. 103-CR.



Ravi Chawla



Arth Patel

In a strategic move to bolster its presence in the Electric Vehicle (EV) segment, Gulf Oil Lubricants India Limited (GOLIL), a Hinduja Group Company, announced to acquire controlling stake in Tirex Transmission Pvt Limited for ~ INR 103 Crores subject to the completion of definitive agreements and the satisfaction of predetermined closing conditions.

This is part of Gulf's global ambition towards being a leader in the EV charging ecosystem, a market which is already valued at \$20 Bn currently and expected to cross \$200 Bn by 2030. Indra has developed a leading bi-directional charging technology enabling V2G and V2X configurations.

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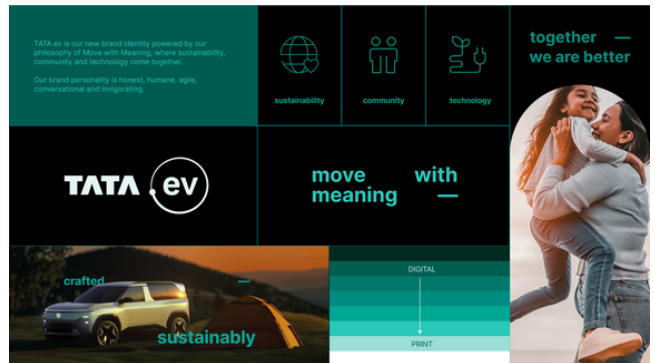
## TATA PASSENGER ELECTRIC MOBILITY INTRODUCES NEW BRAND IDENTITY TATA.ev

Tata Passenger Electric Mobility, a subsidiary of Tata Motors and the pioneer of India's EV revolution launched its new brand identity, TATA.ev, for the EV business. This new identity is aligned to Tata Motors' commitment on sustainability & pioneering innovation as well as Tata Group's focus towards community development. The new brand identity embodies the core philosophy of "Move with Meaning," unifying the values of sustainability, community, and technology. It is the first step

towards providing differentiated and meaningful experiences for customers in the form of a collective initiative to move towards an electric future that is better for the planet and its inhabitants.

As the EV offering grows, spurred on by surging consumer demand and a robust, thriving product lineup, customers expect a unique experience across all touchpoints.

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## OLA RECEIVES OVER 75,000 BOOKINGS WITHIN TWO WEEKS FOR ITS NEW S1 PORTFOLIO

Ola Electric, India's largest electric vehicle company, has expanded its product portfolio to 5 scooters ranging from INR 90,000-1,50,000. The refreshed and expanded S1 lineup has received a phenomenal response from customers, clocking more than 75,000 bookings within two weeks of the launch.

Ola spokesperson said, "We are thrilled with the response our new S1 lineup has received. We are working with speed and a clear vision to support the country's leadership in

While Ola has embarked on a journey to make EVs accessible to all with an impressive total cost of ownership. With the all-affordable S1X, customers can save as much as INR 2,600 monthly and ~INR 30,000 annually compared to an ICE scooter in fuel and maintenance costs. With these savings, customers can recover the cost of their scooter in just three years. Similarly, S1 Air owners can save up to INR 23,000 (INR 1,900/month) a year while S1 Pro customers can save INR 13,000 a year (INR 1,100/month).



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13<sup>th</sup> September 2023  
Hotel Taj Palace, New Delhi

## ASHOK LEYLAND LAUNCHES CNG 1922 4X2 TRUCK IN 18.5T SEGMENT

Ashok Leyland, the Indian flagship of the Hinduja Group and the country's leading commercial vehicle manufacturer, launched the 1922 4X2 truck in the CNG segment. The haulage truck offers industry-best fluid efficiency, power and range (Single fill) in its segment. Customers can choose from four different loading span options.

The newly launched 1922 CNG truck offers the longest tyre life, longer service intervals, and overall lower maintenance costs in addition to outstanding fuel efficiency and range. A lower

turnaround time (TAT) as a result of all these improved characteristics translates into more profitability for the fleet owners. Speaking on the occasion, Mr. Sanjeev Kumar, President-MHCV, Ashok Leyland, said, "Ashok Leyland has a legacy of introducing best-in-class products that cater to the needs of customers and improve customers' total cost of ownership."



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## TRESA MOTORS UNVEILS FLUX 350 AXIAL FLUX MOTOR PLATFORM FOR ELECTRIC TRUCKS



Tresa Motors, an emerging OEM of medium and heavy electric trucks in India, has unveiled its ground-breaking Permanent Magnet Synchronous Axial Flux Motor platform, the FLUX 350.

In a field dominated by radial flux motors, Tresa's Axial Flux Motors take a leap forward with their unique configuration, where the magnetic flux flows axially. This distinctive design, developed in-house over a meticulous 11-12-month period of simulations, research, and engineering, is poised to deliver a game-changing impact on the electric truck industry.

The FLUX 350 employs a stackable arrangement of stator and rotor discs, creating a compact and flattened design. This enables a remarkable torque-to-weight ratio and efficient power delivery, making them ideal for heavy-duty applications like electric trucks. The advantages over traditional radial flux motors include higher power density, improved cooling capabilities, and enhanced overall efficiency.

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## BLUE ENERGY MOTORS WINS ORDER FOR 100 LNG TRUCKS FROM CONCOR



Anirudh Bhuwarka

The deal underscores the shared commitment of Blue Energy Motors and CONCOR to build a more ecologically sustainable future

In a pioneering move towards sustainable transportation, Blue Energy Motors has bagged a groundbreaking order from Container Corporation of India Ltd (CONCOR) for the supply of 100 LNG powered trucks. This development is a powerful testament to Blue Energy Motors' pivotal role in steering the green trucking revolution in the country.

A Navratna PSU under the Ministry of Railways

Container Corporation of India Ltd (CONCOR) is India's leading containerized multimodal logistics services company. It significantly develops multimodal transport and logistics infrastructure to support India's growing domestic and international trade.

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## SIMPLE ENERGY COLLABORATES WITH READYASSIST TO ENHANCE POST-SALE SUPPORT SERVICES

SimpleEnergy, India's leading electric vehicle and clean energy start-up, has joined hands with ReadyAssist, India's leading vehicle assistance company. As per this partnership, ReadyAssist will offer round-the-clock post-sales assistance to SimpleEnergy's complete customer base.

SimpleEnergy, with the help of ReadyAssist, will amp up its customer experience via round-the-clock support nationwide for its current model Simple ONE and upcoming models in the coming months.

SimpleEnergy, with the help of ReadyAssist, will amp up its customer experience via round-the-clock support nationwide for its current model Simple ONE and upcoming models in the coming months.

The support will include a seamless connection to ReadyAssist's proprietary technology platform, complete with the real-time interface on their app that will aid the process of requesting assistance whenever required.



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2023  
October 12<sup>th</sup> 13<sup>th</sup> 14<sup>th</sup>  
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