Society for Smart E-Mobility

E-NEWSLETTER

SEPTEMBER 2026

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Message From President's Desk

Dear Member,

Greetings from the **Society for Smart E-Mobility (SSEM)**!

India's Electric Vehicle (EV) market is experiencing unprecedented growth in 2026, positioning the country as one of the fastest-growing EV markets globally. With India's EV charging infrastructure expanding rapidly and Government Initiatives like PM E-DRIVE driving adoption, the Indian EV ecosystem presents significant opportunities, positioning the region to become a major EV market within the next decade.

While the Indian EV market and EV charging market remain comparatively modest in scale relative to other Global Markets, the Indian EV and EV charging infrastructure markets are experiencing significant growth and are projected to expand considerably over the next 10 years. This growth has been facilitated by domestic manufacturing capabilities, declining battery costs and Government subsidies that have broadened EV accessibility across a wider demographic spectrum—from individual consumers to large commercial fleets. Whilst much of the market has historically centered on Two-wheelers and Three-wheelers, EVs are now being deployed across all vehicle categories, from scooters to buses.

Tamil Nadu's electric vehicle (EV) policy is increasingly shaping up as an industrial strategy centered not just on vehicle assembly but also on building a domestic battery and component ecosystem as the state seeks to convert its established automobile manufacturing base into an advantage in the next phase of mobility. The Tamil Nadu Electric Vehicle Policy 2023 set a target of attracting Rs. 50,000 crore in EV-related investment and creating 1.5 lakh jobs during the policy period.

More significantly, it explicitly identified battery manufacturing, EV components, Research and Development, Skill Development and recycling as parts of the ecosystem that the state wants to build. For the battery industry, the policy offered a particularly strong incentive package. Battery manufacturing projects were eligible for a capital subsidy of 20 per cent of eligible investment spread over 20 years, along with a 25 per cent subsidy on the cost of land acquired from Government Agencies.

Projects in southern districts could receive a higher land subsidy, while electricity tax exemptions and employment incentives were also provided for eligible investments made within the policy's specified period. The significance of this goes beyond attracting individual giga factories. Batteries account for a substantial part of an EV's value, making cell technology, battery packs, materials, electronics and recycling strategically important to the competitiveness of the automobile industry.

With Best Wishes!

V Senthil Kumar

Electric Vehicle – An Update

EV Charging Station Subsidy in Tamil Nadu 2026: Complete Guide for Businesses

Tamil Nadu is moving into a new phase of electric-mobility infrastructure development. Under the **Tamil Nadu Electric Vehicles Policy 2023**, eligible public charging-station projects can receive a **25% capital subsidy on eligible equipment and machinery**, subject to category-specific limits. The 2026 policy push is now much larger: the state has announced a target of **20,000 public EV charging stations over five years through a PPP model**, backed by ₹50 crore in the current financial year. EV Charging Station Subsidy in Tamil Nadu 2026

*F*or entrepreneurs, however, there is an important catch: **the subsidy is not a blanket 25% discount on the entire project cost**. Land costs are excluded, and the incentive is linked to eligible equipment and machinery. The 2026 Energy Policy Note confirms the state's target of 20,000 charging stations by 2031 and a proposed 50% capital subsidy capped at ₹50,000 for EV charging facilities in apartment complexes.

The policy treats charging infrastructure as an essential part of the EV ecosystem and supports three major models:

- **Public fast charging**
- **Public slow charging**
- **Battery swapping**

The important point for business owners is that the subsidy is calculated against **eligible equipment and machinery costs**, rather than the total project investment. Land purchase or lease expenditure is excluded from the incentive calculation. Tamil Nadu's charging guidelines similarly emphasize that public charging infrastructure requires coordinated planning around demand, technology, location, electricity supply, safety, standards, and operating costs.

Read more at : https://shorturl.at/EooqP

Events held – September 2026

"World Electric Vehicle Day" (WEVD) - "Road Show, Rally & Exhibition" held on 9 September 2026



Events held – September 2026

“World Electric Vehicle Day’(WEVD)”

“Road Show & Rally at Race course, Exhibition at VOC Park” held on 9 September 2026.
Shri.Pavankumar G Giriyappanavar, IAS, District Collector, addressed and flagged-off the Rally.
Shri S S Maheshwaran, IPS, Deputy Commissioner of Police – Traffic, Coimbatore City was the Guest of Honour and addressed.
Shri T Kumaresan, Deputy Commissioner of the Coimbatore Corporation also joined as “Guest of Honour”.













Events held – September 2026

"World Electric Vehicle Day'(WEVD)" Exhibition at VOC Park held on 9 September. Around 50 Electric Vehicles (2/3/4/12 Wheelers) displayed.





Events held – September 2026

Press Clippings

"World Electric Vehicle Day'(WEVD)"

The HINDU 10.09.2026
Online

INBRIEF



District Collector flags off rally to promote electric vehicles

A rally of electric vehicles (EVs) was organised on Race Course road in the city on Wednesday to raise awareness among the public about the vehicles. District Collector Pavankumar G. Giriyappanavar flagged off the rally organised by the Society for Smart E-Mobility. As many as 41 vehicles, including two-wheelers, three-wheelers and commercial vehicles, participated in the rally, which is the fifth edition organised by the Society. Vehicles developed by students also participated in the event. Nine electric vehicle companies and three educational institutions took part. The vehicles were later parked at the VOC Park grounds in the city. The Collector spoke on the need for higher awareness among the public on EVs, and the growth of the EV industry in Coimbatore.

The Hindu – 09.09.2026.

Engagement Column

COIMBATORE TODAY

Arsha Avinash Foundation: Upanishad, Tatabad, 5 p.m.

Dhanalakshmi Srinivasan College of Engineering: Conference on Smart Technologies, Artificial Intelligence Robotics, Cybernetics & Emerging Technologies, 9.45 a.m.

Society for Smart E-Mobility: World Electric Vehicle Day - Road-show, Rally and Exhibition, Race Course and VOC Park, 7 a.m.

JCT College of Engineering and Technology: MoU Signing with COZCENA, 11 a.m.

Chithrakala Academy: Art Exhibition, Kasthuri Sreenivasan Art Gallery, Peelamedu, 10 a.m.

Pollachi

Pollachi College of Arts and Science: Bharath Kee Veer, 10 a.m.

இந்து தமிழ் – 10.09.2026

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மின்சார வாகனங்களின் விழிப்புணர்வு பேரணி

Events held – September 2026

Visit to “Global Automotive Research Centre (GARC)”, Chennai for Dr.Mahalingam College of Engineering and Technology, Pollachi organised by SSEM on 11 September 2026



Events held – September 2026

Department of Mechanical Engineering and Department of Electrical and Electronics Engineering, **Sri Ramakrishna Institute of Technology (SRIT) Coimbatore** conducted the **"Global EV Summit and Innovation Conclave 2026"** on 21–25 September 2026. SSEM – one of the "Supporting Association" of the event.



Events held – September 2026

1st International Conference on "Sustainable Electric Mobility"
(ICSEM'26) organised by SRIT on 23 September 2026.
SSEM – one of the "Supporting Association"



Events held – September 2026

SSEM's Sixth - Annual General Meeting (Hybrid) held on
Thursday, 24 September, 2026
SSEM Annual Report 2025-26 was released by the office bearers











Events held – September 2026

Webinar on IPC-2232 - "Guideline for Printed Board Design and Manufacturing of IoT Products" held on 30 September 2026
organised by Global Electronics Association
SSEM – one of the "Supporting Association"



Events planned – October 2026

One day "Teardown Technical Workshop on Electric Vehicles" on 23 October 2026 at Hotel KISCOL Grands, Coimbatore. Organised by SSEM jointly with Haritha Mobility Solutions



Events planned – October 2026

- **26 November - Visit to TAFE Centre of Excellence, Chennai & IIT Madras or any EV Industry.**

- **11 December, 2026 - Second Edition - Conference on Battery & Battery Management System (BMS) : BATCON2026 - KISCOL Grands jointly with ACMA, Southern Region.**



Society for Smart E-Mobility – SSEM

For more details, you may reach us @

RKG Industrial Estate

Ganapathy

Coimbatore - 641006

+91 9943009060 / +91 8825896299

ed@smartEmobility.org/ info@smartEmobility.org

Website - www.smartEmobility.org

Facebook - www.facebook.com/SSEMobility/

LinkedIn - https://www.linkedin.com/company/society-for-smart-e-mobility/

Sources:

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