



Society for Smart E-Mobility

E-NEWSLETTER

March , 2025

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Message From President's Desk

Dear Members,

Greetings from SSEM.

The Indian automobile industry ranked fifth largest globally, is expected to become the third largest by 2030 as the demand for electric vehicles is growing tremendously due to population rise. Dependence on conventional energy resources is not suitable as India imports nearly 80% of its crude oil requirements. Moreover, NITI Aayog aims to achieve 70% penetration of EVs in all types by 2030, intending to attain net zero carbon emissions by 2070. According to the Ministry of Heavy Industries, around 0.52 million EVs were registered in India in the last three years.

The rising demand and adoption of electric micro-mobility vehicles such as electric two-wheelers and electric three-wheelers is an ongoing trend in the market. Indian market is highly price-sensitive, and the majority of the Indian populace prefers two-wheelers for their daily transport due to rapidly growing traffic congestion. Therefore, in India low cost of electric two-wheelers and three-wheelers compared to four-wheelers, coupled with the high suitability of two-wheelers to Indian road traffic conditions, is anticipated to boost the adoption of electric two-wheelers and three-wheelers.

To satisfy the increasing demand, various domestic electric two-wheeler brands are also penetrating the market to grab revenue growth opportunities in rapidly growing automotive electrification in India. Moreover, the Indian government's push towards e-mobility adoption by providing FAME India subsidies and inclining consumer preference towards electric micro-mobility is expected to boost the market in future years.

Tamil Nadu is one of the frontrunners when it comes to creating infrastructure needed to encourage adoption of more electric vehicles (EV) and manufacturing. Uttar Pradesh leads in the number of EV charging stations installed by Oil Marketing Companies with 2,561 stations. The total number of EV charging stations installed by Oil Marketing Companies from their own funds were — Uttar Pradesh with 2,561, Maharashtra with 1,595, Karnataka with 1,516, Rajasthan with 1,482 and Tamil Nadu with 1,448.

In March 2025, the Tamil Nadu government announced a ₹20,000 subsidy for gig workers to purchase electric scooters, introduced an insurance scheme for gig workers, and unveiled a plan to set up lounges for workers in major cities, aiming to support the growing gig economy and promote electric mobility.

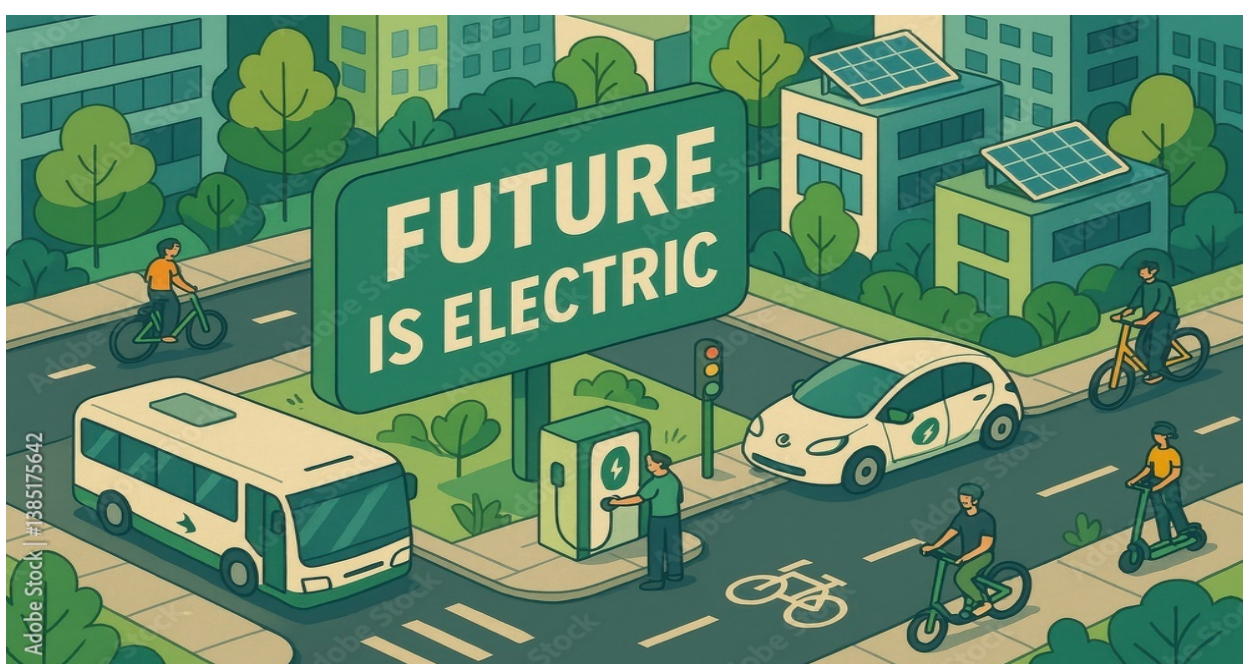
With Best Wishes!

V Senthil Kumar

Electric Vehicle – An Update

Electric mobility remains focus area for government:

Union Minister for Railways, Electronics, IT and Information & Broadcasting, Ashwini Vaishnaw on Saturday laid the foundation stone for four manufacturing units at the Electronics Manufacturing Cluster at Divitipally, Mahabubnagar District in Telangana.



According to Ministry of Information & Broadcasting, as part of the ceremony, foundation stone was laid for upcoming Giga Factory-1 of Amara Raja company, ground-breaking ceremony was held for critical minerals refining and battery recycling of Lohum company, ground-breaking ceremony was held by Scell Energy for its cell casing manufacturing, and Altmin laid the foundation stone for its first LFP-CAM Giga Factory.

Read more at:

https://economictimes.indiatimes.com/industry/renewables/electric-mobility-remains-focus-area-for-government-ashwini-vaishnaw/articleshow/118804945.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

Electric Vehicle – An Update

The Electronics Manufacturing Cluster is fully occupied with allotment of 307.47 acres of land to 4 companies (i.e., M/s AMARA Raja, M/s Altmin, M/s Loham Material and M/s Scell Energy) with their projected investment of Rs 10,574 crore and committed to provide employment to 19,164 (Direct- 5,864 & Indirect- 13,300) persons.



The event saw the participation of Minister for IT, Electronics, Industries and Commerce, Legislative Affairs of Telangana Government, D Sridhar Babu, Member of Parliament from Mahbubnagar Constituency Aruna D K, and the Member of Legislative Assembly Y Srinivas Reddy. Senior officials from the State government and industry representatives were also present. (ANI)

Events Held : March - 2025



Grid

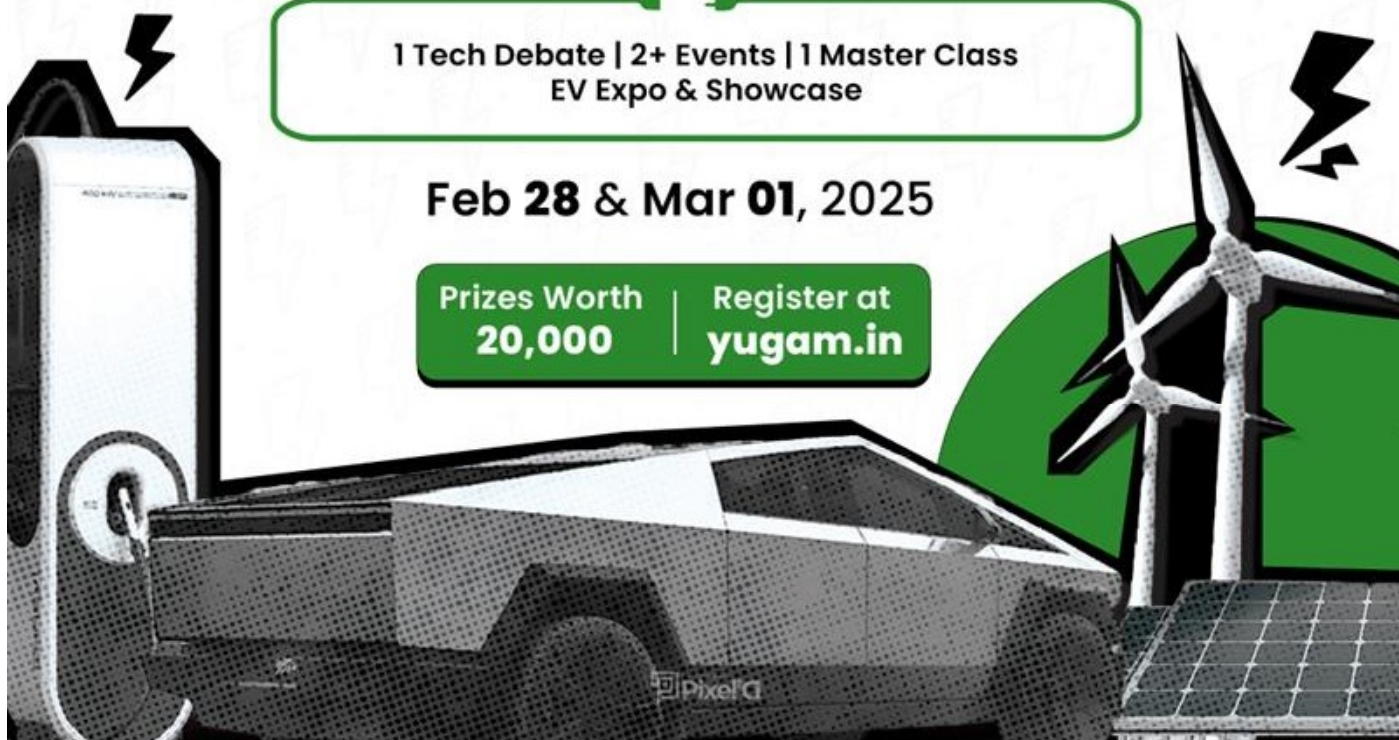
Step into the future of electric mobility at E-Grid 2025, where innovation meets electrification! Dive into hands-on workshops, live teardown sessions, expert insights, and electrifying tech debates that explore the rapidly evolving EV landscape.

1 Tech Debate | 2+ Events | 1 Master Class
EV Expo & Showcase

Feb 28 & Mar 01, 2025

Prizes Worth
20,000

Register at
yugam.in



Events Held : March - 2025

EV exhibition organised by KIT - Kalaingar Karunanidhi Institute of Technology on 1 March, 2025. SSEM members participated

AR4 Tech Pvt Ltd



Emote Electric Pvt Ltd



E - Royce Motors India Pvt Ltd

Events Held : March - 2025

**EV exhibition organised by KIT - Kalaingar Karunanidhi
Institute of Technology on 1 March, 2025.
SSEM members participated**

Ozotec Automobile Pvt Ltd



Sodion Energy Pvt Ltd



Events Held : March - 2025

SSEM organized a Seminar on Industrial Applications of FEA & Simulation driven design using AI Concepts held at PSNA College of Engineering and Technology, Dindigul on 7 March, 2025



PSNA
COLLEGE OF ENGINEERING & TECHNOLOGY
(An Autonomous Institution)

AICTE | ANNA UNIVERSITY | NBA | NAAC A++

www.psnacet.edu.in

DEPARTMENT OF MECHANICAL ENGINEERING
Society for Smart E-Mobility (SSEM) & Placement Cell

Jointly Organizing

A Seminar on
INDUSTRIAL APPLICATIONS OF FEA & SIMULATION DRIVEN DESIGN USING AI CONCEPTS

Date : 07.03.2025 | Time : 11.00 AM to 12.30 PM
Venue : Shanon Hall



Mr. D.Arumugapandian
Fatigue Expert,
Senior Team Leader FEA,
VALEO, Chennai.

Resource Persons



Mr. Mohamed Fazil
Our Proud Alumnus - Batch 2017-2021
Simulation Engineer,
VALEO, Chennai

Convenor : Dr. V. Paramasivam
Prof. & Head, Mech

Coordinators :

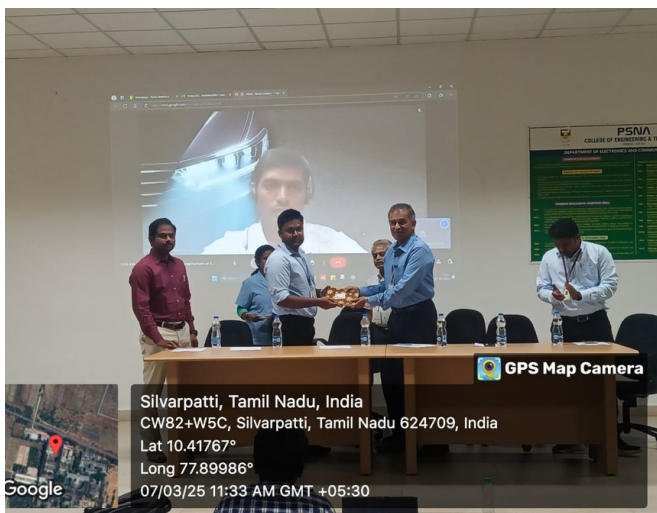
Dr. K. Muralidharan Prof / Mech	Dr. S. Sridhar Asso. Prof / Mech	Dr. K. Vignesh AP / Mech	Mr. A. Dyson Bruno AP / Mech	Mr. G Saravanan AP / Mech
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Tmt. K. Dhanalakshmi
Chairperson

Rtn. R.S.K. Raguraam
Pro-Chairman

Dr. D. Vasudevan
Principal

☎ Dindigul-624 622, Tamilnadu ☎ 0451-2554411 / 2554032 ✉ contact@psnacet.edu.in



Events Held : March - 2025

**EV Tech India Expo 2025 at Auto Cluster Exhibition Centre, Pune
held on 7 - 8 March, 2025.**
SSEM - one and only "Supporting Association" of the Expo.



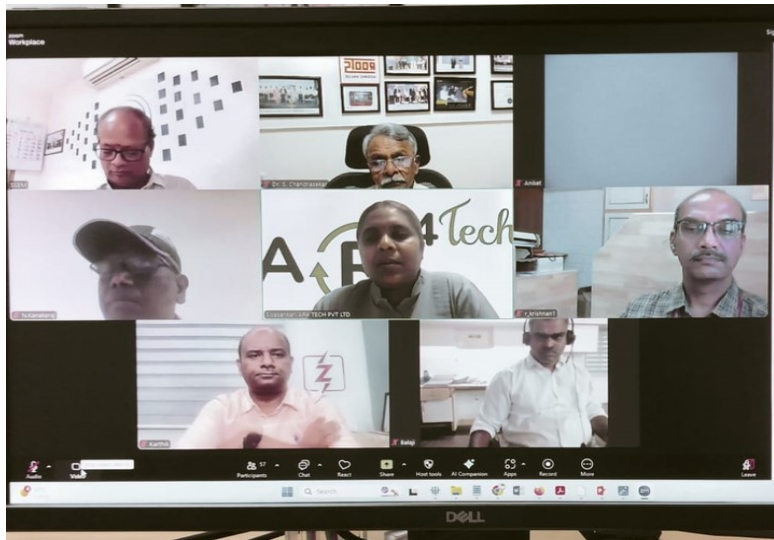
Events Held : March - 2025

SSEM organized an industrial visit to M/s Ozotec Automobile Pvt Ltd for AMRITA Vishwa Vidyapeetham, Coimbatore for their Technology Based Entrepreneurship Development Programme participants on 8 March, 2025



Events Held : March - 2025

Webinar on "EV Charging - An Overview" organized on 8 March, 2025. Mr K P Karthikeyan, Founder & CEO, ZEON Electric Pvt Ltd addressed the participants. More than 70 participants (Industry & Institution) participated and benefited.



Events Held : March - 2025

SSEM supported Amrita Vishwa Vidyapeetham for their six weeks (12 February - 26 March 2025) Technology Entrepreneurship Development Program (TEDP) on EV with respect to EV industrial visits and interaction with our members.

Mr S M Manoharan, Executive Director, SSEM made a presentation on SSEM and its activities during the "Valedictory Session" on 26 March 2025



Events Planned : April - 2025



Internship to Member Institution



Industrial visit



Webinar with ASAP, Govt of Kerala

Events Planned : April - 2025



Dr. MAHALINGAM
COLLEGE OF ENGINEERING AND TECHNOLOGY
Established in 1998 • An Autonomous Institution Since 2011

THE DEPARTMENT OF AUTOMOBILE, MECHANICAL & ELECTRICAL
ENGINEERING IN ASSOCIATION WITH SSEM JOINTLY ORGANIZES

SHORT TERM TRAINING PROGRAMME ON

“ADVANCEMENT IN ELECTRIC VEHICLES AND HYDROGEN FUEL CELL TECHNOLOGY FOR SUSTAINABLE MOBILITY”

07-04-2025 to 09-04-2025 - Time: 9.00AM to 5.00PM - Venue: Seminar Hall I2



~Driving the Future~

Renewed Members Enrolled in March 2025:

SSEM Welcomes Renewed Members Enrolled in March 2025



1. Mr Jude Pacheco, Individual Member
2. Dr.NGP Institute of Technology, Institution Member
3. Zeon Electric Private Ltd , Industry Member

1. Dr.NGP Institute of Technology, Institution Member



N.G.P. Group of educational institutions. The College has been approved by the All India Council for Technical Education (AICTE), New Delhi and affiliated to Anna University, Chennai.

It aims to develop and implement a comprehensive Human Resources plan, to include recruitment, professional development, retention and succession plans that attract qualified staff and faculty and ensure that they remain contemporary in their respective roles and disciplines.

Renewed Members Enrolled in March 2025:

2. Zeon Electric Private Ltd , Industry Member



Zeon Electric Private Limited is building the infrastructure needed to enable the EV Revolution in India. They are installing electric vehicle chargers at convenient locations throughout the nation which would enable EV owners to travel long distances without the worrying about running out of charge.

They are partnering with businesses that are frequented by EV owners such as restaurants, shopping malls and other commercial locations to install chargers in their car parks. As charging stations become more prevalent, car buyers will confidently choose EVs as concerns about chargers are addressed.

Members Desk:

Article by

Arvind Nene

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Chief Operating Officer (Retd.,)

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Magnets for EV, conventional vehicles and Industrial applications

As of today's technology, more prevalent magnetic materials in Automotive covering more than 90% applications are Ferrite and Neodymium iron Boron (NdFeB) of Rare Earth magnet family. Out of the 2 materials Ferrite is long surviving about 60 years and still continues to be used strongly in many applications in automotive where flux density or in simple words low weighting or mannerization is not a severe demand.

This is expected to continue with fuel-based vehicles or EV equally and hence it's still a key material. Ferrite is considered as balanced cost - performance efficient and hence where price sensitivity, it's still a choice.

There are many material compositions of ferrite such MnZn , MgZn, Barium, Strontium for magnetic performance to suit application demand while by process or method of manufacturing another classification such as molded , bonded , extruded , sintered in order to impart certain added value or property/ shape/ physical characteristics. Amongst them Sintered Strontium Ferrite is with highest BH property and most widely used in automotive.

By chemical composition Strontium Ferrite (Sr Ferrite) is mainly made up of pure Iron oxide and Sr carbonate in approx. 85:15% ratio and called Strontium Hexa- ferrite. It was initially manufactured using natural iron oxide consuming natural resources but now world over moved to Synthetic iron oxide which is product of cold rolling steel mills. In real sense this important magnetic component for automotive utilizes otherwise waste or secondary product of steel making. By this reason, main raw material is much cheaper , mostly available .

Hence prices of Ferrite magnets are much affordable and more stable than other types like Rare earth based NdFeB. BH properties or in simple words Maximum energy potential of Sr Ferrite is between 4~5 MGOe and over last 20 years or so no new developments have happened to push up any further.

Members Desk:



We are happy to announce that the Department of Electrical and Electronics Engineering, Jai Shriram Engineering College has signed a Memorandum of Understanding (MoU) with Ozotec Automobile Pvt Ltd, effective March 14, 2025!

This strategic partnership marks a significant milestone in our growth, as we strengthen our research focus in the Electric Vehicle sector.

We look forward to collaborating with Ozotec Automobile Pvt Ltd and exploring innovative solutions for a sustainable future!



Society for Smart E-Mobility – SSEM

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

Instagram - www.instagram.com/ssemobility/?hl=en

Source: <https://www.fortunebusinessinsights.com/india-electric-vehicle-market-106623>

<https://www.thehindu.com/news/national/tamil-nadu/tn-is-one-of-the-frontrunners-in-ev-infrastructure-union-minister/article69196533.ece>